

The Rotarian

AN INTERNATIONAL MAGAZINE

SEPTEMBER • 1952

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Your Letters

Flood Footnote

By L. S. BOHANNON, Rotarian
Insurance Underwriter
Algona, Iowa

I read with interest *The Flood People* Remember [THE ROTARIAN for August]. Undoubtedly when the "copy" was written the news of all contributions had not yet filtered into the editorial offices of THE ROTARIAN. May I therefore add this footnote? The Rotary Club of Algona sent \$50 to the Rotary Club of Sioux City and another \$50 to the Rotary Club of Council Bluffs—to do with it as each saw fit in view of the then-existing conditions. Both Clubs wrote and thanked us for the help.

'An Unsolicited Observation'

Reported by R. E. MORTON
President, Dana College
President, Rotary Club
Blair, Nebraska

May I say that THE ROTARIAN for August is, in my opinion, one of the best issues given out over a long period of time. I have thoroughly enjoyed it.

Our librarian has made the statement that one of the best magazines in our library is THE ROTARIAN. This was an unsolicited observation on her part.

'Our Customers Come Back'

Says JESSE S. BELL, Rotarian
Realtor
Williamsport, Pennsylvania

The question at issue in the debate-of-the-month for July, *You're the Real-Estate Man*, certainly does not apply to the city of Williamsport. My salesmen agree with me that more than 90 percent of our customers are not only satisfied, but frequently come back again when they have real-estate problems.

It is incomprehensible to me that any Rotarian could have an experience of 50 to 70 percent of dissatisfied customers. We have a few totally unethical operators in Williamsport, as they do everywhere, and I doubt whether their percentage of dissatisfied customers runs that high. If there are dissatisfied customers, in any business, running from 50 to 75 percent, there is something radically wrong with the people who are running the business.

'My Experience Contrary'

Says HENRY N. STAM, Rotarian
Realtor
Paterson, New Jersey

The opinion expressed by two Rotarians in the introduction to the debate *You're the Real-Estate Man* [THE ROTARIAN for July] is certainly contrary to my own experience. It has been my pleasure to have been engaged in the real-estate business for more than 30 years. During that period I have bought, sold, built, and managed real estate.

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set has become the many satisfied customers who send their friends to me for help and advice in connection with their problems. Over this period I can count the dissatisfied customers on the fingers of one hand. If the Golden Rule and the Four-Way Test are applied and used, I cannot see how it is possible to have so much dissatisfaction among one's clients and still stay in the real-estate business.

The one point which appears to lead to differences more than any other is the incomplete listing of a property together with all items to be included. With a complete meeting of the minds between both the buyer and the seller before contracts are signed or monies passed, the possibilities of misunderstanding are usually prevented. When sufficient time is taken to settle all points while both parties are still together, the way is cleared for a quick and smooth closing.

If the people engaged in the real-estate field would live up to the code of ethics as prescribed to by realtors and used by the National Association of Real Estate Boards, and if any doubt arises in their minds put it to the Four-Way Test, such a large percentage of disagreement just could not exist.

Re: Special Privileges

*By R. A. CHILDERS, Rotarian
Aluminum-Products Manufacturer
Houston, Texas*

If, as Rotarian R. Natarajan says, special privileges for executives are

really rewards for more responsibility [debate-of-the-month for June], then most of the comments on the article by John F. Sembower are not inappropriate. But I had the feeling that the writers were saying that in order for a man to be a leader, he must have a "mahogany desk, plush carpets, subdued lights, soundproof walls, push buttons, and a pair of Cadillacs" to establish his authority.

Either I completely missed the point of the article or those who wrote it did. I repeat: If a free Cadillac with a special place to park it is a part of the compensation for the vice-presidency, well and good, but if that sort of "trapping" is for the purpose of making others recognize the vice-president as a real leader and manager, I think the article missed the boat. Maybe the title should have been: "Which Will Make the Junior Executives Work Harder for a Vice-Presidency: Greater Compensation or 'Trappings'?"

Executive Deserves Privileges

*Believes JUAN C. ORENDAIN, Rotarian Lawyer
Manila, The Philippines*

By right an executive deserves special privileges [see debate-of-the-month for June]. He has earned those privileges. His having reached the position of executive is the realization of his lifetime ambition.

One man may assume all the special privileges and still be liked by his subordinates [Continued on page 52]

Rotary Foundation Contributions

Since last month's listing of Rotary Clubs that have contributed to the Rotary Foundation on the basis of \$10 or more per member, 61 additional Clubs had at press time become 100 percents. This brought the total number of 100 percent Clubs to 2,727. As of July 16, \$319,055 had been received since July 1, 1951. The latest contributors (with numbers in parentheses indicating membership) are:

AUSTRALIA

Deniliquin (23); Wallsend (26); Ipswich (51); Port Adelaide (59).

BRAZIL

Santo Amaro (19); Tupa (15); Pocos de Caldas (27).

CANADA

Orillia, Ont. (48); London, Ont. (146); Claresholm, Alta. (32).

CEYLON

Negombo (22); Kandy (26).

EL SALVADOR

San Salvador (41).

INDIA

Nagpur (77); Nagercoil (34).

JAPAN

Utsunomiya (26); Nara (32).

MEXICO

Taxco (20).

NEW ZEALAND

Matamata (27); Greymouth (50); Otorohanga (28).

PERU

Callao (53).

SOUTH AFRICA

Capetown (88).

SWITZERLAND

St. Gallen (71).

UNITED STATES

Ripley, Tenn. (43); Los Altos, Calif. (50); Smith Valley, Nev. (38); Winchester, Mass. (71); Greenwich, Conn. (83); Medford, Mass. (60); Statesville, N. C. (59); Ridgely, Tenn. (18); Hammond, Ind. (80); Orinda, Calif. (33); Ukiah, Calif. (82); Wesleyville, Pa. (31); Trenton, Mo. (45); Tomball, Tex. (33); Jackson, Calif. (21); Valparaiso, Ind. (62); Brattleboro, Vt. (38); Ligonier, Ind. (38); Sumner, Iowa (27); Grand Junction, Colo. (17); Milford, Conn. (55); Aurora, Ill. (85); Caldwell, Tex. (34); Graham, Tex. (53); Cranston, R. I. (57); West Shore, Pa. (76); Fayetteville, Tenn. (57); Springfield, Tenn. (51); Muncie, Ind. (140); Valley Falls, Kans. (18); St. Louis Park, Minn. (48); Encino, Calif. (76); Concord, Calif. (42); Rock Hill, S. C. (89); The Moriches, N. Y. (37); Lawrenceburg, Tenn. (33); New Hampton, Iowa (45).

THIS ROTARY MONTH

NEWS NOTES FROM 35 EAST WACKER DRIVE, CHICAGO

PRESIDENT. After motoring through Western parts of the United States and Canada on a round of Rotary visits, President H. J. Brunnier was to return to his desk at the Central Office in Chicago on September 1. There he will give attention to the administration of Rotary world-wide, then depart for further Rotary visits in the United States, including the annual Fall meeting of Districts 255 and 257 in Bear Mountain Park, N. Y. September 27 was to see the President and his wife, Ann, enplane from New York for Europe to make a few visits on the Continent until mid-October.

BOARD-COMMITTEES. At its first major meeting, Rotary's Board for 1952-53 recorded many important decisions, some of which are reported on page 46. . . . Also at work are Rotary's international Committees for 1952-53, comprising approximately 150 men. Their names are on page 48.

DISTRICT CONFERENCES. Under way in 207 Rotary Districts are plans for their annual Conferences to be held in October and following months. In the past, District Conferences were usually held in March, April, or May. The new chronology is in accord with legislation passed by the Mexico City Convention.

FELLOWSHIPS. Now in the hands of all Rotary Clubs in Districts eligible to select Rotary Foundation Fellows for 1953-54 is literature outlining the new procedure for choosing candidates and submitting their applications. If your District is one of the eligible ones — and 100 are — your Secretary knows it....In small amounts and large, contributions from Clubs and individual Rotarians keep coming in to the Rotary Foundation. A recent week tallied \$11,000, including a \$1,000 contribution from Rotarian Henry Schmidt, of York, Pa. It was his second \$1,000 donation, and brought to more than \$6,000 the contributions received from York Rotarians.

NO. 2 OF SERIES. To all Clubs in the USCB (United States, Canada, and Bermuda) was sent a quiz-type program on New Zealand, the second in a series of "World Fellowship Programs" recently inaugurated to assist Clubs in extending knowledge of Rotary countries. Additional copies are available upon request at the Central Office of the Secretariat.

NEW CLUBS. The fiscal year 1951-52, which ended June 30, saw 245 new Rotary Clubs organized in 34 countries. The year set a new high for Clubs established in trade centers of cities where Clubs already existed. Rotary Clubs in outlying trade areas of large cities now total 174. The number of Clubs in the USCB on the first day (July 1) of the new Rotary year was 4,576, with a membership of 249,943. In process of compilation are figures for other Rotary countries whose reports reach the Central Office later than those from the USCB.

VITAL STATISTICS. On July 29 there were 7,585 Rotary Clubs and an estimated 360,000 Rotarians. New and readmitted Clubs since July 1, 1952, totalled 12.

The Object of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

(1) The development of acquaintance as an opportunity for service.
(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

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WITH a Mexican friend we were recently discussing the drought along the Rio Grande, and he said he certainly wished the mares would go up the hill. Naturally, we wanted to know what horses had to do with the matter, and learned that there's an old Mexican folk belief that when a herd of mares climbs to a hilltop to graze, why then it's going to rain. Just another bit of evidence, we thought, that everybody is always looking for signs, trying to glimpse the future. (See your newspaper for the daily weather forecast, horoscope, cinemaland predictions, business prognostications, and polling-service reports on who is going to be the next Leader of the People.) As we look over our "dummy," we note a tendency in the features we offer this month to look forward—into the future of aircraft with Bill Stout, into the biological microcosm with Mr. Battista, and into what's ahead for Rotary with Philip Lovejoy. We remark a difference there, however. General Secretary Phil is looking, as he has before in these pages, at "observable trends," leaving the conclusions to you and 360,000 other Rotarians and time. If you want a long, broad view of Rotary the organization as it stands today and as it may be *Trending into the Future*, read the story . . . and if you're "down" for a Club program one of these days, think on its possibilities in that connection as you go.

DON'T misunderstand our allusion to poll taking. It's a fine science we ourselves essay now and then. We did a special bit of it some months back on the question of what popular songs Rotary Clubs rate the most popular. Working through Club Secretaries and via them through song leaders we were able to rate ten songs in order of popularity, then turned the facts over to Larry Freeman, author of *The Melodies Linger On*, for research into the history of these beloved tunes, with the result you see on page 25. The whole thing was a Freeman idea in the first place, and every Club that looks on singing as a great fellowship builder will nod, we think, that it was a good one. . . . To write just a bit further about opinion gathering, we have a letter beside us from the 34-member Rotary Club of Cloverdale, California, reporting a recent contest its Club Magazine Committee conducted. Subject: "Why I Like THE ROTARIAN Magazine." Rules: 25 words or less. We would be

hard put to decide which of the 22 entries was best, but one of many that would give any editor long pause reads: "It [THE ROTARIAN] reawakens the faith and ideals of my yesterdays, and allows me the privilege of seeing some of those ideals and ideas actually at work."

OUR DATA on this month's cover says the color transparency was made by Mr.

W. Luthy, a well-known photographer in Switzerland who is married and has a daughter named Frances, who is 5 years old. Mr. Luthy took the picture at the Lake of Thonne, Bern, Switzerland—which

Rotarians going to Rotary's 1953 Convention in Europe may want to note for their side-trip planning. Free Lance Photographers Guild Inc. supplied the Luthy "shot". . . . If we seem cautious about the cover description, it may be because, to our total chagrin, we placed that beautiful mountain scene on our August issue in Canada—rather than in Colorado, where it belongs. Just one of the many friends who have gently helped to set us straight (also see page 52) is Rotarian Fred P. Clatworthy, Jr., of Estes Park, who reports that the picture shows Bear Lake in Rocky Mountain National Park, that it was taken by Harland Sutherland, that the girl in the picture is Jo London, who this past year has been "Miss Colorado." Whether or not it's human to err, we are the grateful recipients of some near divine forgiveness from Rotary friends all around who with good-humored postcards and letters give us the facts, then say forget it. Colorado has beauty in such abundance that it may have some to spare, but it alone, let us hasten to acknowledge, should have the privilege of giving it away.

CHANGE, than which there is said to be nothing more permanent, affects even magazine mastheads, as witness ours this month. With the resignation of Paul Teeter as Editor-Manager (see page 47) and the retirement of Leland D. Case, who served as Field Editor and before that as Editor-Manager, the grouping of editorial, business, and advertising hands you see on the opposite page has come into effect. Service to an organization built around the ideal of service continues as ever as the aim of these 64 monthly pages.—Ens.



ABOUT OUR CONTRIBUTORS

Free-lancer JOSEPH STOCKER writes in a back-bedroom office in his Phoenix, Ariz., home. Occasionally his 2-year-old son toddles in to peck at the typewriter and to provide daddy with some "cute sayings" material. A Phi Beta Kappa from Oklahoma University, he's an ex-reporter and a World War II "vet." He likes to swim, talk about his son, listen to music, and talk about his son.



Stocker

Holder of several patents, author of many scientific papers and a book about uniflons, O. A. BATTISTA works full time as a research chemist for a Pennsylvania corporation, part time as a free-lancer.

Battista

WALTER J. MATHERLY is dean of the College of Business Administration at the University of Florida. He is a Past President of the Gainesville, Fla., Rotary Club and a Past Rotary District Governor.

After 35 years in the advertising business, JAMES D. WOOLF turned to free-lance writing, which he does in Santa Fe, N. Mex. When not writing—he is author of three books on advertising—he reads, plays golf, and "worries about the human race."



Matherly

Californian ROBERT M. HYATT, a free-lancer for some 20 years, writes much fiction and occasionally turns out a movie scenario. Early in his career he developed a liking for

"little-known themes" and a photographic interest in such things as abandoned mines, haunted houses, old ruins. His work has appeared in U. S. and European journals.

A six-footer with an accent traceable to his native State of Maine is PHILIP LOVEJOY.

General Secretary of Rotary International since 1942. Before he joined the Secretariat staff in 1930, he was an educational administrator in Michigan. Twice President of the Hamtramck, Mich., Rotary Club, he is now a member of the Chicago Rotary Club.

LARRY FREEMAN is a psychologist whose busy life was sketched in the August issue.

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Illustration by Ernest King

By **PHILIP LOVEJOY**
General Secretary, Rotary International

IF ONE wishes to foresee the future of an organization, he observes current trends. Many such trends are observable. Over the years some of them become actualities—others continue as trends but are modified because of constantly changing conditions.

Any social organism has to be dynamic—constantly changing—because of the changing world conditions. Otherwise it becomes static and withers and dies.

Because of the very nature of Rotary—composed as it is with members in so many countries of the world—trends within Rotary International cannot be easily identified. There are nevertheless many trends that are observable and they give us the picture of

the path down which Rotary is travelling—sometimes rapidly—sometimes slowly—but always toward a definite goal.

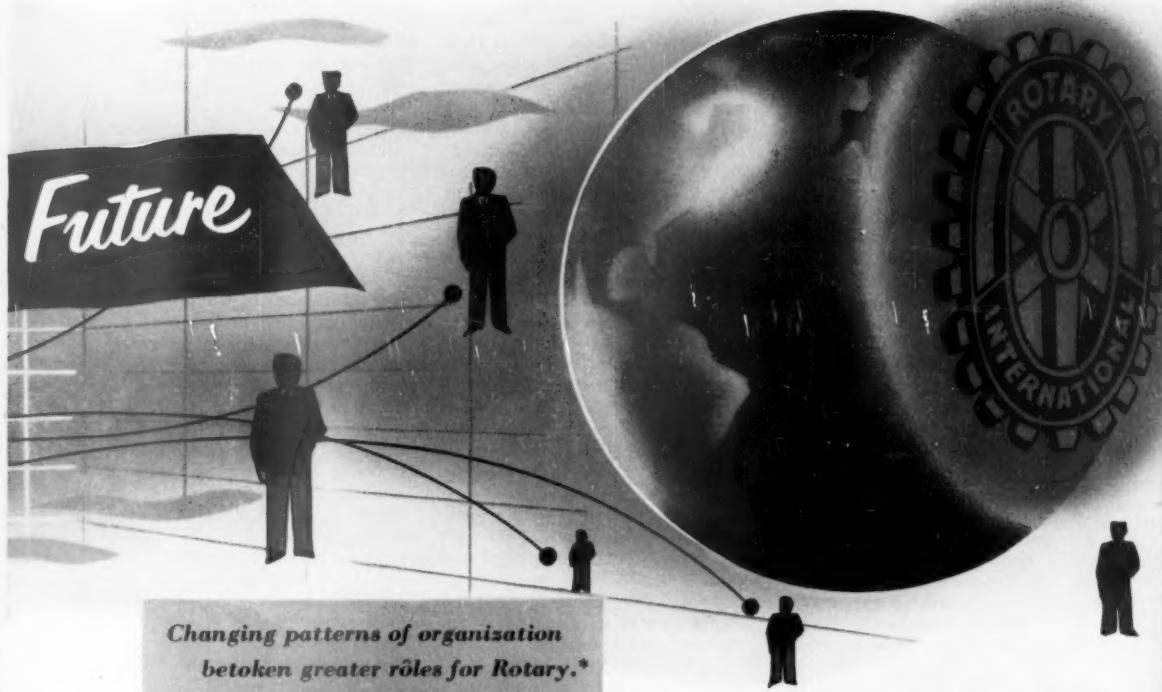
What is a trend? Does it come from a rumor—or a series of rumors? Is it an expression of individual or of several individual opinions? Is it a composite of numerous ideas that may crystallize into potential action? Is it an eventuality? It would appear that observable trends in Rotary relate to modification in administrative techniques and methods relating to the intensive implementation of the program of Rotary based on the ideal of service.

Some time back it was pointed out that the organization was trending toward biennial administration. Recent Conventions have approved all but one portion of the original biennial administrative concept. Now, at last, we have two-year terms for all Directors. We have two-year

terms (sometimes three) on most of the Rotary International Committees. Thus, with greater continuity of personnel there will be less detouring from long-range activities. There is a change in chronology which is correlative to biennial administration. There is the limited delegates' Convention alternating with the unlimited inspirational Convention.

Previously mentioned trends related to the importance of the International Assembly and the constant methods of improving it as the most important Rotary meeting held anywhere in the world. The recent Assembly at Lake Placid was the most successful of any in the long line of successful International Assemblies.

Previously mention was made of the trend for all Rotary Clubs to adopt the Standard Club Constitution. Today there are less than 90 Clubs in the world that



*Changing patterns of organization
betoken greater roles for Rotary.**

do not operate on this Constitution and week by week this number is being reduced.

There has been a definite trend to have all Rotary Clubs meet weekly. After many years of effort, practically every Club in the world now meets weekly. True—not all eat as they meet, but they do meet, which is the essential.

Mention has been made of the trend to reduce to a minimum the less essential in administrative procedure. Thus, today fewer people are required on the Central Office staff than ten years ago. There has been a marked reduction in reports to be received, processed, and filed; literature to be distributed; letters to be filed; etc. Emphasis has been placed on the function of the Governor as the administrative advisor to the officers of the Clubs in his District so that Club officers and members will develop in Rotary leadership. The organization has been

strengthening itself at the grass roots by reducing its Secretariat contact. Rotary today is stronger in India, Pakistan, Burma, and Ceylon through the elimination of the Secretariat office in Bombay because the Clubs have had to become responsible for the administration of Rotary in their region. This has come as a result of attendance at Conferences and Assemblies conducted by Governors who had attended the International Assembly and returned to their Districts to work co-operatively with all concerned to see to it that Rotary in their part of the world was indigenous and strong.

Previously mention was made of the trend to admit younger men into Rotary Clubs. The average age is going down. The trend to emphasize senior active membership has accelerated to positive action. Thus, younger men are becoming Rotarians.

Therefore, one sees that many of the trends that were observable a few years ago have become

actualities. Even so, there are other trends today observable that give us a picture of what Rotary may become in the years that are immediately ahead.

What are some of the trends observable today? Only a few of them can be cited within the few hundred words available in this article. Mention of these few may stimulate the reader to think of others and then to take steps to direct that part of the Rotary organization with which he is connected toward the ultimate achievement of the program of Rotary as expressed in its Object. After all, the administration of the organization is for that single purpose—the achievement of the program of Rotary.

After the long legislative plenary session at the Mexico Convention it is more observable than ever that an improved method of legislation must soon be adopted. The pattern for the improved method was developed some 20 years ago—the organization has

* Another in a series on "Observable Trends in Rotary" by its General Secretary.

been trending in that direction ever since. It would now appear Rotary is closer than ever to providing for a Council on Legislation truly representative of all parts of the Rotary world which will be the final legislative body of the organization. The Board will present to the 1953 (Paris) Convention a plan to make that possible. If approved, Rotary will be in a position to handle biennially in a streamlined, representative manner all the essential legislation that will be designed to keep Rotary dynamically attuned to the times. It is contemplated that some 300 members of such Council on Legislation would have their expenses paid to this biennial legislative meeting. Legislation proposed during the year in which the Council would not be meeting could be sent to all District Conferences for thorough discussion well in advance of the time that it would be considered by the Council in the even years.

With the changed chronology, relating primarily to the timing of the District Conference and the District Assembly, additional emphasis is being placed upon the importance of the District Assembly. Every effort will be made to strengthen it to the point of being the most important meeting within each District each year.

A further trend is the strengthening of the District Conference because of the impossibility of more than 5 percent of the Rotarians of the world to be in attendance at any international Convention. It would be hoped that as many as 50 percent of the Rotarians of the world plus members of their families would be in attendance at the 210 to 225 District Conferences that would be held throughout the world each year. Great opportunity would therefore be presented for inter-Club fellowship — for meeting representatives of Rotary International — for enlarging the vision of all present in addition to considering legislative proposals subsequently to be presented to the Council on Legislation.

There is a trend in the organization to develop a continuing pattern of regional conferences which in effect would be inter-

District Conferences to supplement both the District Conferences and the international Convention. Only a few attend the international Convention — many more attend the District Conference. In order that the thinking of Rotarians will not be provincial, these regional conferences will enlarge the geographical area from which Rotarians are drawn to the meeting. Regional conferences will be held according to a predetermined cycle of time and location that will mesh with the location and time of the international Convention. The pattern is on a cycle of some two to six years in five regions of the world.

The trend observable some years ago to have smaller and more compact Districts is developing satisfactorily. Only a few Districts in the world today are too large. Rotarians within these Districts are conscious of the load factor upon the Governor and will take steps to have the District boundaries modified so that no Governor will have too heavy demands made upon him.

Over the years there has been a very definite trend to maintain

There is a trend to find a way to select by representative franchise the Directors-Nominee from outside the United States, Canada, and Great Britain, which are already provided with such franchise. One of the great problems here is geographical size, which precludes personal association for such nominating purposes. It is possible that some sort of a ballot-by-mail may provide the solution. Definite steps are being taken in Europe to have Directors-Nominee selected through a representative franchise, although at the moment the plan in operation in Europe is not so direct a franchise as ultimately may be developed.

There is a trend for Rotary Clubs in large cities to release territory to permit the formation of additional Clubs within their territory. Each year finds new releases of such territory for the increase in the number of Clubs in large cities primarily for the purpose of extending the influence of Rotary. Last year there were 25 Clubs in the world in large cities that released territory for the formation of 27 additional Clubs within the corporate limits of their cities.

There's a definite trend for Rotary to become more indigenous in the Eastern Hemisphere—that is, for Clubs to be made up of nationals rather than of colonials. When the original wave of expansion into the Far East was made in 1928, it was natural that many of the colonials already familiar with Rotary activities should be the nucleus of the new Clubs. Over the years more and more of the national populations have come into the Clubs. The trend has been to operate in national languages rather than in the languages of the colonials. This indicates that the basic principles of Rotary are universally acceptable. It is only the application of them that differs.

The expansion of the Rotary Foundation means that today it is a completely successful going concern, already having made awards upward of a million dollars (United States currency) to approximately 400 young men and women. More than \$3,100,000 has been [Continued on page 55]

NO MATTER how widely you have travelled, you haven't seen the world if you have failed to look into the human hearts that inhabit it.

—Donald Culross Peattie

the international District idea and to increase the number of international Districts because of their definite value in promoting international understanding. At the present time there are 28 Districts that are international — having Clubs in two or more countries. One of these Districts actually covers six countries. More recently a request came from the Clubs of a District contiguous to an international boundary for the Board to study the composition of all Districts on both sides of this rather extensive international boundary to the end that every District along that boundary would be composed of Clubs from both countries.



"Grand Champion Mutt" says the ribbon of 7-year-old Skipper. His proud owner, Jimmy Gieger, collected \$13 in Rotary prizes.

Our Mutt

'Best in Show'



No mike frigid, Ruary, ex-inmate of the pound and 1950 winner, is interviewed on the radio; master Clifford Biller looks on.

THESE are a good many people and their children who go on the theory that a dog's a dog for a' that—if you'll pardon us, Bobbie Burns. They think the look in canine eyes counts for more than length of pedigree. It's hardly a new theory—but they've given it a new twist in Phoenix, Arizona. Once a year all the kids in town enter their beloved pooches in a great city-wide Mutt Show. The Rotary Club thought up the idea six years ago—that is, Al Waters, its Youth Service Committee Chairman, did.

But it wasn't sentiment that inspired the plan. Rabies did it—a mounting number of cases. Rotarians figured that if all the young owners of unlicensed dogs could be induced to bring them together—with safety from the pound promised—then the vital rabies inoculations could be given en masse. City health officials liked the plan—and the first Mutt Show came off with flying ribbons. Some 700 dogs, and not a pedigree among 'em, have gone on display and under the needle. The city supplies the vaccine, veterinarians volunteer their time. Rotarians do the rest. Upshot: not a single case of rabies in Phoenix in the last 12 months!

Duke, hugged by his mistress, Janis Kuykendall, submits to a cowboy suit. He won the prize for the "prettiest costumed dog."

Photos (top left), Phoenix Star; (bottom left), Janis Kuykendall; (right), Clifford Biller.



'I Always Make it a RULE...'

By RUBE GOLDBERG

**Some acute reflections
on the delicate uses of
friendship in business.**

A FEW years ago my youngest son and I wrote a play called *Day of Rest*. One producer was interested enough in it to put up a substantial sum for an option. Others saw possibilities in its humor and general family appeal. But somehow the play was never given enough financial encouragement to come alive in the mellow glow of a Broadway theater and it is now resting peacefully in the lower drawer of my bureau under some old shirts which I used to wear when I played golf. As I have played no golf for a year or so, the manuscript has remained undisturbed and unsung.

I enjoyed the close friendship of one prominent producer over a long period of time and counted on him to read the play—if not in the hope of giving it immediate production, then to give me his frank criticism with possible suggestions for changes in dialogue and construction. One day when we were in an especially happy mood over some crab flakes that required constant vigil for small bits of shell, I pulled the manuscript from under my seat and said, "Bill, I have a play here I want you to read."

Immediately the crab flakes ceased to be a source of concern to my producer friend. With an expression of sudden foreboding he asked, "Who wrote it?"

I answered, "My son George and myself."

An invisible wet blanket lowered itself between us at the luncheon table as Bill hastened to say, "Rube, I always make it a rule never to read plays written by my friends—especially good friends. If I were to be frank and honest

and point out the glaring weaknesses in their plays, they would probably consider me either stupid or inconsiderate and our friendship would go down the drain. If you tell a friend the truth, things are never the same after that."

I did feel that he was acting rather stupidly and I did feel somewhat resentful of the abrupt brush-off. But the fact that other producers had not thought well enough of the play to give it their financial backing made me feel that there was some justification for Bill's quarantine of my play-writing efforts.

But the words "I always make it a rule" somehow stuck in my mind and I wondered how valid they were. I kept asking myself, "Do men in positions of power make it a rule to shun giving their friends consideration because they are afraid, if things don't work out, their friends will cease to be friends? If a friend asks them a favor, must they immediately refuse him to prove they are not showing favoritism? Does friendship cancel the right of mutual help?"

This careful preservation of friendships through rigid enforcement of a rule that demanded the avoidance of granting favors (a cockeyed contradiction if there ever was one) puzzled me for a



About the Author

FAMED for his ingenious cartoon "inventions," Rube Goldberg has had a career almost as complex and challenging as they are. An engineer, a humorist, an author of short stories, a scenario writer for motion pictures, a serious Pulitzer Prize-winning editorial cartoonist—these are a few of the activities with which he has crammed his 69 years. Here he talks over with fellow businessmen what Rotarians would call a Vocational Service problem.

long time. Fortunately a few weeks ago I found myself one evening at a friend's house in the presence of the president of a large advertising concern, the head of a great real-estate firm, and the chairman of the board of a huge industrial corporation. Here was my opportunity to straighten out the matter that had added furrows to my troubled brow.

When there was a lull in the conversation and the cigar smoke remained suspended like a fragment of ectoplasm waiting for a word from the living world, I threw this innocent little query into the group: "Do you fellows have a lot of unbreakable rules in your business?"

"Rules? What rules?" one of them asked.

"Well," I said, "I have one particular rule in mind. I mean when a friend wants a job—or when his son wants a job—do you always refuse him because it might interfere with your friendship?"

"You mean that a friend, asking for a job, would be taking advan-

tage of his friendship—that the chances are he would be incompetent and we would eventually have to fire him, anyway, which would make matters worse?"

"Something like that," I answered.

The three of them seemed genuinely interested in the question I had posed and all answered more or less in the same vein. "I never allow myself to get mixed up in things like that," they each said in substance. "I tell them I have nothing to do with the hiring of people and turn them over to the personnel department. As a rule, I never hear about the matter any more."

They all agreed that the handling of requests for jobs by friends and their kin was a very delicate matter which should be avoided if possible. The best plan was to pass the buck and hope it would end there without any possible damage to friendships.

I suggested, very delicately, that a friend or his son might be just the right person for the job.

"That is a remote possibility," said the advertising executive. "When I worked on a newspaper many years ago, a young man came to work as a cub reporter. It got around the city room that he had secured his job because his mother was a friend of the owner of the paper. The struggling copy readers and legmen who were working their way up the hard way had visions of this newcomer stepping up to a position of importance over their withered bodies. Accordingly they treated him with the utmost scorn. Even the city editor ignored his presence to the point of nonexistence. It wasn't long before he became aware of the other fellows' feeling of resentment. He was very unhappy. One day he went out on a story and never came back. We heard later that he ended up as a designer of ornamental lampshades—and he was very contented with his lot. He was never meant to be a newspaper reporter."

The real-estate man nodded as

"When there was a lull in the conversation, I threw this innocent query into the group, 'Do you fellows have a lot of unbreakable rules?'"



Illustration by Willard Arnold

On the Spot-

By STRICKLAND GILLILAN



I HAVE just been evicted from one of Life's stages into another about which I had long heard and in great and totally false detail. I am 81 years old.

This number of years may suggest the term "senile." The little red dictionary that enjoys without proper credentials a place on my littered desk (a book so out of date it has pictures of stepladders and andirons to show people what such familiar objects look like) tells me:

"Senility: the state of being old; dotage."

In no place have I found a definition declaring the truth that old age brings maturity to a happy normal mind—or a nearer approach thereto than people of lesser years can possibly have. Recall Wordsworth's words:

*Knowledge and wisdom, far from being one.
Have, oft times, no connection.
Knowledge a rude, unprofitable mass—
The mere material with which wisdom builds,
Till smoothed and squared and fitted to its place,
Doth but encumber where it ought to enrich.*

The octogenarian lives in a shrinking neighborhood. It is more thinly settled than were the serene 70's or the scattered 60's. Out of this comes one service octogenarianism renders the world—fewer boresome excursions into the moldy past. One dotard says to another:

"In my early days—"
"Your early days?"
"In my early days—"
"Let us be seated."
Yes, the years teach us not to

reminisce. And the time thus saved is spent largely in thinking and in exercising tolerance toward follies our weighted and trained observation brings us.

As we see people of less age doing things we once did and have since learned are silly, we make sounder and more secure additions to our small but unshakable bits of permanent truth. We see people preening and pluming and bridling over things so foundationless as to arouse our pity. We see people practicing hypocrisy with the fond belief they are fooling the Almighty; committing errors so palpable we almost weep to realize we once did the same things under the same illusions. We see people doing exactly what ostriches are famous for but never do—hiding their heads in the belief that they are thus escaping observation.

Unless one has neighbors of his own age, all these nuggets of wisdom must go undiscussed. For nobody younger in years will heed them and only those younger in years are permitted to do anything about it!

So what is known as "senility" is not a disease. It is a combination: a reward for having lived so long, a punishment for the world's unfitness to take advantage of wisdom new-found by the old.

Some of you will live to say, "That guy was right!"

Meanwhile, here is a light-hearted condensation of the truth:

*The oldster is placed
On many a spot
That dares him show
How dead he is not.*

sent. "The case of the young man whose mother was a friend of the newspaper owner," he said, "was typical of those days when they did not have managers of personnel. The head of the concern had no choice but to give every friend's boy a job to keep from becoming a flinty-hearted old scrooge with no love for the human race. He had no buffer between himself and his friends. Today the personnel manager takes the full responsibility and friends can be brushed off with a velvet glove."

The head of the industrial concern grew thoughtful and said, "You know, six months ago I got a request for a job from a friend and, as usual, I turned the matter over to the head of my personnel department. I said over the phone, 'I'm sending a man to you for a job. He is the son of a friend of mine so please be nice to him and get rid of him as gently as possible. I don't want to create any hard feelings. But please don't let me hear anything about it. Then my conscience will be clear and I will have done my duty.'

"IT WAS just the other day that my personnel manager called me up and said he would like to have a talk with me. He came into my office and recalled the instructions I had given him six months ago about the young man who wanted a job. He said rather apologetically that he had disobeyed my instructions and had taken on the young man because he seemed quite alert and was very proficient in foreign languages. The young man in the short period of six months had now proved himself to be the exact type that was needed in the foreign department and was on his way to South America to take charge of one of our offices down there. I must admit in this particular case I was absolutely wrong."

As we all got up to leave, the advertising executive said, "That's a pretty good story. I must stop in tomorrow and see the head of my personnel department. It may be that he is overlooking some good bets. I always make it a rule—."

I was halfway out the door and did not hear the rest of the sentence.

Flapping Wings for the Future?

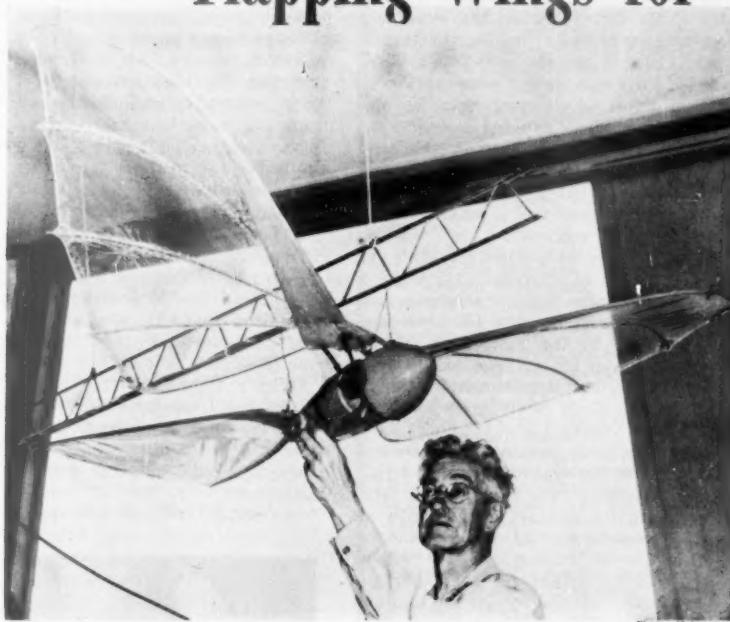


Photo: McLaughlin



'Yes,' is the answer from Bill Stout, famed aircraft engineer. Why he thinks the dragon-fly principle will make flying easy for everybody he tells in this story—

By JOSEPH STOCKER

THE scene is a small, compact laboratory located in a one-story brick building in Phoenix, Arizona. It is full of the clutter you find in most laboratories, but amidst it a weird-looking mechanism stands out. Perched in the middle of the floor, it rests upon the thin legs and stem of a common music rack. Balanced horizontally on top of the rack is a long, thick metal arm with an electric motor at one end. At the other is a set of wings that look like the monstrously exaggerated wings of a dragon fly.

Standing beside this strange machine is a tall man with thick glasses, an afterthought of a mustache, and an undisciplined mane of gray-white hair. He picks up a cord fastened to the electric motor and plugs it into a wall outlet. The motor begins to whir, and, at the

same moment, the great dragonfly wings begin to flap. And as they flap, the long metal arm to which they're attached commences to rotate on its music-stand base, propelled by the flapping wings.

It rotates slowly at first, then swifter and swifter. Soon it becomes a blurred mishmash of wildly flapping wings and rotating arm. Then, abruptly, the tall man cuts the juice, the wings flap to a halt, the metal arm stops rotating. The man flashes a small smile.

"They say it can't be done, you know," he murmurs.

With that odd contraption, and other variations on the same theme, Rotarian William B. Stout is out to prove that it *can* be done—that man can fly in airplanes with flapping wings. The odd contraption is a miniature "mock-up" by which Stout has established that locomotion can be achieved with flapping wings. It is a big

jump in the direction of a real flapping-wing airplane.

Although the skeptic may scoff, Bill Stout's brilliant record is enough to give the doubter pause. He is one of America's foremost aeronautical and mechanical geniuses—a man who probably has contributed more to the progress

In the late 15th Century the great Leonardo da Vinci sketched this flapping-wing plane, worked by stirrups, a windlass, and kicking.



of aviation than any other living person. He revolutionized flying by inventing a wing with built-in struts. He designed and constructed the famous Ford tri-motor airplane, granddaddy of today's 350-m.p.h. air liner. He organized and ran the first successful passenger-carrying air line in the United States. He built one of the first "roadable" airplanes, with folding wings to convert it into an automobile, and pioneered in the light-plane field by inventing a small family-type craft known as the Stout Sky-Car.

Nor has Bill Stout limited his genius to aviation. He designed the first Diesel streamlined train for Union Pacific and invented the first gas-driven railroad car for the Pullman Company. He laid down the design for the first streamlined rear-engine bus. He invented "push-back" theater seats and a portable trailer-house that provided thousands of units of quick emergency housing dur-



ing World War II. And in 1932 he built a streamlined automobile with rear engine which he called the Scarab. Stout drove the Scarab across the continent three times with a glass of water standing on the instrument cowling, and so smoothly did the car run that not a drop of water was spilled.

Little wonder, then, that he has come to be known as "a guidepost of the aviation industry" and an American Leonardo da Vinci.

Since the end of the war, Bill Stout has devoted himself almost exclusively to the development of the flapping-wing airplane. Therein, he is convinced, lies the answer to the still-unsolved problem of universal flight. And the problem is that of devising a type of small plane—cheap, light, and almost foolproof—which can be

owned and flown by average people just as they now own and drive their automobiles. Stout envisions the day—and perhaps not far distant—when the skies will swarm with flapping-wing airplanes like the streets and highways now swarm with cars.

But why something so revolutionary as flapping wings? Because, says Stout, in no other way can we obtain vertical landing and take-off along with adequate forward speed and a reasonable degree of economy.

These are the indispensable elements of universal aviation—of Mr. John Smith's airplane—and the elements have not been supplied by the light plane as we know it today. The reason, says Bill Stout, is quite simple: today's light plane needs an airport. You can't take off from your back yard, land in a parking lot downtown or in the next town, transact your business, take off from the parking lot and set down gently in your back yard, just in time for dinner. Instead you have to drive to the airport, fly to another airport nearest your destination, then drive to where you want to go. And then you have to reverse the cumbersome and time-con-



Rotarian Bill Stout constructs models of insect wings (above), studies mock-ups (above left). Then he tries working models (above right).



An early Stout success is this auto, the Scarab, built in 1932. He crossed the United States three times in the smooth-riding machine—with a glass of water balanced on the cowling. Not a drop of water spilled.

suming process to return home.

"Private aviation can't be whipped without the flapping wing," says Stout. "Even now it doesn't do you any good to know how to fly. I could give you a plane, but what would you do with it? You can't land it out in front of my office here, take care of your business, and then get into the plane and take off."

"We've reached the saturation point in private aviation with our present planes. The curve is going backward. Sales are down. Private flight is dying on the vine. The small plane has no usefulness except on special occasions because you can't take off where you are and you can't land where you're going."

Why not the "roadable" plane—the ingenious little craft that folds its wings after landing and converts to an automobile? No soap, says Bill Stout. It still needs an airport.

All right, then, the helicopter?



That's capable of vertical landing and take-off.

Still no soap, says Bill Stout. The "heli" is too slow and too expensive. It's nothing but a boomerang, really. Its whirling blades create a terrific centrifugal force which would have the effect of causing the 'copter to fly in a circle except for one thing: the ship has been weighted down with all sorts of contrivances to counteract this effect. But these contrivances also cut back the helicopter's forward speed and zoom its costs way up beyond the reach of our friend Mr. John Smith. Bill Stout says that what we've done, in essence, is to invent a leaky fountain pen and then invent rubber gloves so that we can use it.

The helicopter certainly has its usefulness, and will for a long time, but it is primarily military

and commercial. The "eggbeater" is not going to be Mr. Smith's aerial jalopy.

That leaves the field wide open to something brand new and completely radical—a vacuum, as it were, to be filled by someone with an idea. And Bill Stout believes he has the idea: an airplane with flapping wings.

Stout doesn't claim to be the only one who has thought of it. He says that perhaps half a dozen people around the U.S.A. alone are doing serious and sensible work on flapping-wing flight. And he has received reports, to which he gives credence, that Russia is onto it, too. Whoever achieves flapping-wing flight first, he contends, will dominate the air.

STOUT had been thinking in terms of flapping wings almost since the beginning of his distinguished career. But not until a random incident occurred shortly after World War II was he prodded into doing something about it.

He was living in Michigan then. (Most of his earlier work was done in and around Detroit, in close association with men like Henry Ford.) One Summer day, in his little boathouse laboratory down along the shore of a Michigan lake, Stout noticed a dragon fly crawl up on his work bench beside him. He tried to shoo it away, but the fly was just out of its cocoon and so heavy with moisture that it couldn't take off. For fully 20 minutes the insect squatted there, drying out. Then, suddenly, it darted straight up into the air, caught a mosquito on the wing, and zipped off faster than Stout's eyes could follow it.

"It didn't have an approved type of certificate nor a license number," says Stout with a twinkle. "It had never even learned how to fly. But it could fly backward and forward faster than any airplane ever conceived."

Bill Stout decided then that it was nonsense for modern man to seek the ultimate in flight with a fixed wing attached to a fuselage and a propeller up in front. We cling to that idea (or the jet-rocket variation of it), he says, only because the Wright brothers did it [Continued on page 50]



Eleven Days That Never Were

ABANG of the gavel signified that the Act had been passed by Parliament. Wednesday, September 2, would be immediately followed by Thursday, September 14, thus cancelling forever 11 days of English and American history.

This month we celebrate the 200th anniversary of that event—the changeover by the English-speaking world from the Julian to the Gregorian calendar.

It had taken thousands of years for the calendar to evolve into the Roman lunar year of 355 days. In 46 B.C., Julius Caesar changed the Roman calendar to conform to the solar year of 365½ days. However, Caesar's advisors miscalculated slightly. The solar year is actually 365½ days, minus 11 minutes, 14 seconds.

In any one year those few extra minutes were unimportant, but by the year 1582 the discrepancy had accumulated to ten days, and the first day of Spring fell on March 11 instead of March 21. It was then that Pope Gregory XIII changed the Julian calendar to the true solar year. He omitted ten days from the year 1582, and arranged to omit leap year three out of every four century years.

Roman Catholic countries soon accepted the Gregorian calendar. But Protestant England kept the Julian calendar. So for the next 170 years there were two major calendars, one ten, then 11 days behind the other.

In 1752 the English Parliament decided enough was enough. It voted that England and her colonies should change over to the Gregorian calendar. We can get some idea of the public's reaction to this chopping out of the center of the month from excerpts of letters to London magazines.

A Mr. R. R. wrote to the *Gentlemen's Magazine*: ". . . Settle my affairs or I shall run mad or break my heart. . . . Have I slept away 11 days in seven hours? I don't find I'm any more refreshed than with a common night's sleep. . . ."

Then, getting to the real point of his letter: "I have solicited the most amiable of her sex for five

weeks. She seemed to laugh at me although my fortune is equal to her own, but at last she fixed the day, September 10 (and) gave me a bond of 10,000 pounds for the performance.

"I have consulted my lawyer . . . and he says the date 1752 is fixed to the document and it won't do for next year . . . so my 10,000 pounds is not worth 10 pence.

"A fine affair. . . . A man must be cheated out of his wife by a parcel of mathematicians and almanac makers before he has her," which he called "a new form of divorce, even if Parliament did do it."

One Roger Plowland, concerned over the loss of 11 days, wrote to the *London Magazine* that it was "greatly puzzling all the folks in our neighborhood and I learn, when I go to the market, the others are in as great a bother about them as ourselves."

He claims all the almanac maker tells him is that the calendar jumps from September 2 to 14. "This is all the account given us of the 11 days we are hunting for but of which we at present have lost the scent. Eleven days have been annihilated."

In America one effect of the changeover from the old to the new calendar was the changing of George Washington's birthday from February 11 to February 22. Washington was 20 years old when the calendar was changed.

In the Washington family Bible is the entry: "George Washington, son of Augustine and Mary his wife, was born on ye 11th day of February 1731/2 about ten in the morning, and was baptized on ye 30th of April following." Washington seemed to prefer February 11 as his birthday, but historians have accepted February 22, 1732.

Two centuries after these lost 11 days, modern almanac makers have come into their own. In the U. S. alone, 100 million calendars are printed each year. They come in every shape and design and involve millions of dollars. But the dates, as of 1752, go on unchanging.

—Elsie Karlin

You Are the Architect: What Would You Do?

You are an architect known for superior work and scrupulous integrity. You have designed a large public-school building. The contracts for its construction have been awarded. Work has already begun.

At this point the major contractor comes to you with a problem. Known, like you, for his excellent work and good business reputation, he tells you that he made a \$20,000 error in his bid. He will lose that much if he completes his \$200,000 contract according to specifications.

"What can I do?" he asks you. "I can't afford a loss like that, but neither can I afford to default. My reputation would be ruined. Is there any way you and I can work it out?"

You are that architect. Do you see any way to work it out? Would you work with the contractor on money-saving measures? What would you counsel him? Or would you refuse to discuss the matter? What would you do?

Don't Damage the Job

Recommends Horacio Navarrete
Architect
Havana, Cuba

DURING my professional career of more than 30 years, only rarely have I encountered cases like this. Invariably I have advised the contractor—when I was sure he acted in good faith—frankly to tell the owner of the error.

As to the question of my aiding the contractor in effecting some economies, my reply is an unqualified "No." The architect supposedly suggested the best materials when he wrote the specifications. Changes could prejudice his work.

After all, if a contractor finds that the prices of his materials have gone down during the time taken to complete his work, he certainly would not divide the resulting gains with anyone.

If the contract is won through an auction, then to present corrections to a bid later would give cause for suspicion that under-

handed methods had been used to get the contract.

Mistakes of \$20,000 size don't happen often because the architect makes his budget before bids are let, so that if one bid comes out far lower than expected, it is the object of careful study. Experience shows the difficulties that come with "tight" bids.

It should also be said that the creditable contractor usually prefers to take upon himself the responsibility of his company's mistakes, rather than damage his credit by showing the deficiencies of his organization.

A Reason for 'Fixed Fees'

Asserts Charles L. Briggs
Building Contractor
Clinton, Mass.

ABOUT a year ago I had an experience like this. Two war veterans submitted a bid to me as subcontractors for metal work on a U. S. Army contract. Theirs was the only bid, so none of us noticed their mistake. Later I tried



1. A new \$200,000 school is to go up. The architect has completed the plans and bids have been let.

to get more money for them from the Government, but I couldn't.

So in cases like this, usually the only thing to do is to try legitimate money-saving devices on the job—if, and only if, the contractor is reputable. It's difficult today to bid accurately, with shortages, delays, and rising prices. Sometimes savings can be made.

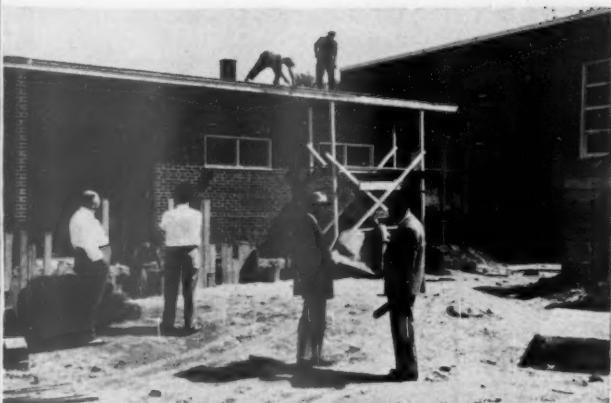
This example illustrates the value of the "fixed fee" type of contract—as better than the "cost-plus" type. Risks like this are avoided, and the contractor still has an incentive to save, since he gets a part of the savings he makes.

Check Thrice for Error

Urge Roberto Alvarez Espinosa
Architect
Mexico City, Mexico

IN THIS particular case, the error could have been made in any of three places: (1) in estimates of units, (2) in unit costs, (3) in the contractor organization of the job. It is possible the contractor deliberately underestimated the unit costs in order to obtain the contract, then later he could show that prices had increased, and apparently justify an increase in funds. Unfortunately, this practice is not too rare.

So, as an architect, I would investigate the three possibilities of error. I would even help him reorganize his work if that would



2. Work is under way when the major contractor discovers that his bid was in error by some \$20,000. "I can't afford a loss like that," he tells the architect.

3. Should the architect try to help the contractor with his problem? If so, how? What would you do?

prevent his taking a loss. But in good conscience, I could not modify the specifications of the contract.

In any circumstance, I would not take action without the knowledge of the party who put his faith in me—in this case, the head of the school board, the committee, or the construction management.

Save without Substitutes

*Suggests Daniel A. Hopper, Jr.
Architect
Irvington, N. J.*

IN PUBLIC WORKS, the contractor who makes a mistake is in a tight place. He can't just go to the owner and explain. Nor can he substitute materials, since he is open to litigation by other contractors.

Still, he can save money without substitutions. For example, he might use patented scaffolding instead of building his own scaffolds. He might use bulk-mixed concrete instead of "batching" his own concrete on the job. Best of all, he can move ahead without delay so that the job won't drag on with a resulting increase in labor costs.

I remember a case similar to this one mentioned. A contractor was \$11,000 short on his bid. By devices like these he finished the job only about \$3,500 in the hole—a sum he could handle very well.

We Do This in Australia

*Explains A. Leslie Rigby
Builder
Sydney, Australia*

AS A MEMBER of the New South Wales Housing Commission, I deal with hundreds of builders. Some are not highly educated; they make mistakes. Our policy is this: if a man's bid—or "tender," as we call it—is too low, we go to him and give him a chance to withdraw. An estimate as much as 10 percent lower than others might seem "too low."

But if we discover the mistake too late, then we investigate. If the evidence is satisfying that the loss is not due to bad management, or any other matter under the contractor's control, then we make up enough of his mistake to cover the actual loss. We have done this perhaps 20 times in the last four years. We never attempt to work with builders on money-saving measures.

Architect Is Go-Between

*Explains Raymond S. Kastendiek
Architectural Engineer
Gary, Ind.*

ONE CASE in my own experience comes to mind. A subcontractor of mine, a plumber, had presented a bid that was too low. He showed me how he made his mistake.

My own solution was to meet

About These Photos

BUILDING being the milieu of this symposium, it seemed appropriate to turn for illustration to booming Canada—and to one of its new and hustling Ro-



tary Clubs: Port Credit, Ontario.

That was the reasoning at any rate that led us to forward these sketches as a "shooting script" to Port Credit's Club Magazine Committee and ask it to take some pictures. The crisp results you see above. Behind the camera was Photographer Ross Jamieson, of the Mimico-New Toronto Rotary Club.

Acting like the architect is Thomas E. McCollum, acoustical designer and owner of the drawing board. The contractor whose pencil has slipped to the sum of \$20,000 is portrayed by C. Reginald Hamilton, Secretary of the Port Credit Club and a manufacturer of corn products. Onlookers at the building site are Club President Harold A. Clarke and Past District Governor Kenneth G. Partridge.

That's the lens-eye story of these photos. Now read the varied views of these Rotarians from around the earth. Mull over this Vocational Service problem; then why not write down your own opinion briefly and mail it to us?—*The Editors.*

with both the owner and the contractor before we proceeded any further. Our solution was to award the contract to the next lowest bidder.

This situation is one that is always fraught with danger. At

stake are many points of law (which vary in each State), business ethics, public goodwill, and, of course, large sums of money. I would say that, as a general rule, it does not pay to work a hardship on the contractor. He can deliver

poor workmanship, can charge excessively for the inevitable "extras" that accumulate on any job, and sometimes cheat even a careful man.

Likewise, the architect has a great responsibility toward the owner. So his position is that of a middleman. The architect must be fair, showing favoritism to neither party. In any case, I believe the architect should meet with both parties and perhaps suggest an adjustment—if an equitable adjustment is possible within the law.



Talking It Out—The Rotary Way

AT THE bedside of the desperately ill, on the scene of a tragic accident, in a hospital waiting room when a difficult message must be delivered—in these and countless other situations, many a doctor has felt the need for a clergyman. How can the medical and the religious professions work more closely on such matters?

This is a question that has been asked in many tongues. In the near future in The Netherlands a group of men will actually come forth with some specific answers. Obviously, no iron-clad rules can be devised—nor can a formal organization solve the varied human problems. It is, these men will undoubtedly agree, a job to be approached on the personal level and in the spirit of service.

Yes, these men will be Rotarians, meeting simply as Rotarians with medical and religious classifications to discuss their common problems, make sound suggestions, and go home the wiser for having talked it over.

This meeting soon to come will be typical of others that have been held in District 66. Though similar to Vocational Service groups organized in other lands,

these gatherings, by their very informal nature, have helped to stimulate ideas from "shop talk." Notaries public, then hotel managers, first came together. Then grocers for a similar get-together. Dr. C. P. H. Teenstra, of Hilversum, The Netherlands, then Governor of District 66, assisted by announcing the idea in his regular *Monthly Letter*. So grocers—both manufacturers and distributors—had a visit. One result of their discussion was the appointment of a "neutral" committee to iron out differences between their respective trade associations.

This success opened a whole new field: bringing together men of different classifications to pool their common experiences. Thus, a meeting of architects, contractors, and building-materials dealers. Thus, the joint meeting of clergymen and doctors.

How successful are the informal conferences that cut across professional barriers? "Very!" reports Past Governor Teenstra. "If properly handled," he points out, "they might greatly affect vocational conditions between groups of men with mutual interests and at the same time different opinions."

Our System in India

*Detailed by Zain Yar Jung
Minister of Public Works
Hyderabad-Decan Cabinet
Barkatpura, India*

IN INDIA we have a system whereby a man puts up a deposit of the entire sum of construction. If he does not fulfill the terms of his contract, then the contract is cancelled and he is paid only for that portion of the work he has done, while the rest of the work is awarded to someone else. If he chooses to withdraw before he has started the contract, he loses only 2 percent of the total amount.

Naturally, a case such as this presents many problems. We must decide on the merit of the contract—and, of course, we can give concessions to a man we know to be reliable. However, I believe he should complete his work, even if he loses.

A Case of Hard Luck

*Says F. Kenneth Noojin
Building Contractor
Huntsville, Ala.*

RIGHT now my company has a job under way about the same size. We are building 25 houses, and we've put up a performance bond—\$180,000 more or less. If we misfigured on the bid, then it's our hard luck. I've had to pay for every mistake I've ever made this way. It's cut and dried.

The \$20,000 mistake made in this example was not the architect's fault. It is one of the hazards of our profession. You just have to be careful.



The evzones of Athens? No, costumed "G.I.'s" learning Greek in Monterey.



Language students and wives in gay Bulgarian garb.

•Operation Idiom•

MONTEREY, California, is a pretty little city of 17,000, known for its fishing industry and its splendid Pacific Coast scenery. It is some 8,000 miles from Teheran and 5,400 miles from Stockholm.

But don't be surprised, should you visit Monterey, to hear Persian or Swedish spoken along its pleasant streets. The same goes for Japanese, Polish, Spanish, Korean, Czechoslovakian, Turkish—or any of two dozen tongues.

The reason for this linguistic turn is a language school which the U. S. Army operates in the historic old Presidio of Monterey. It trains no men to fight. Its mission is peaceful: to teach languages to officers and enlisted men—1,200 of them at a crack. Heading up the job is a faculty of 350 instructors from 40 countries. Each one teaches his mother tongue, and with it the customs, history, and culture of his home country. The students "live" their new languages with classroom work, films, short-wave broadcasts, and newspapers from abroad. Finally they meet practical situations in the new tongue by visiting consulates of other nations, attending festivals, theaters, and restaurants where they have to use their new skills. Implicit in all this training is broader international understanding, and you will not be surprised to learn that the Rotary Club of Monterey has shown a marked interest in the school. It invites three or four faculty members to its meetings every Thursday and helps them settle in the community. The teachers, in turn, help the Rotarians with International Service programs, like a recent one featuring Rumanian folk music.



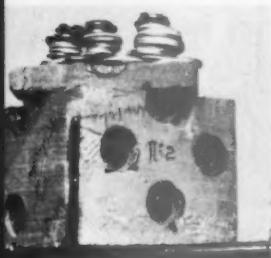
Stylized script on the blackboard gives technical terms with their Arabic names.



Acting out a skit in Arabic, the student-soldiers use costumes, "props," and all the idioms they know.



Newspapers are textbooks. This display teaches students practical ways to handle idiomatic Hungarian.



If you want to purchase a wife, this copper cross (above left) is legal tender in the Belgian Congo; among primitive peoples, wife-buying currency is common. . . . (Above) Ever hear money talk? In Northern Rhodesia it at least makes a sweet sound; bells are in circulation. . . . (At left) Salt is used for money in West Africa; many early peoples used this mineral as coin—even Romans were paid with it, thus the saying "not worth his salt."



A stack of Spanish doubloons (above left), famed as pirate gold. . . . (Above) The term "bits" began with breaking the Spanish milled dollar into pieces. . . . (At left) The bank takes wooden nickels—just for its collection. . . . (Below left) A pretty maid wears money on her back; shawls circulate in the Belgian Congo. . . . (Below) Jewelry of shells and bones were wampum—and riches—for American Indians.

WHAT'S MONEY?

It's almost anything—depending on when and where you spend it.

NEARLY 70 years ago a newsboy found among his day's receipts a strange coin which a customer had mistaken for a dime. He took it to a bank teller, who explained that this was a French 50-centime piece. Straightaway the boy became a collector.

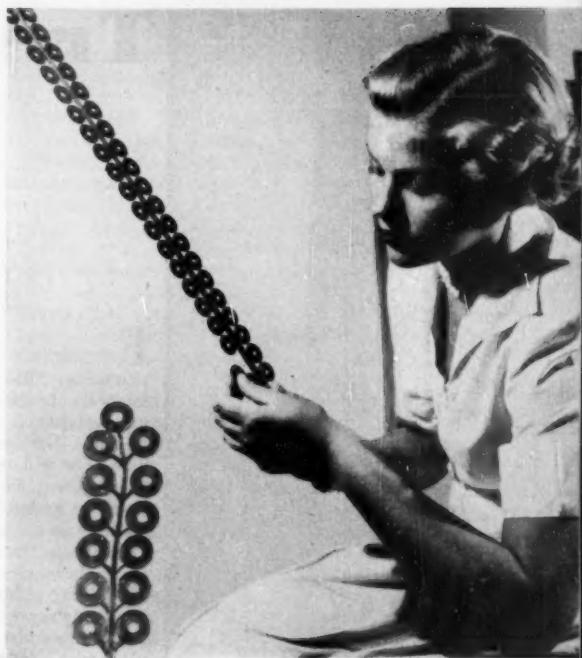
That newsboy, whose name was Farran Zerbe, grew up to possess a unique assortment of currency. Eventually he sold his collection to the Chase National Bank in New York, where today it ranks among the most elaborate exhibits in the world. Here you see a few of its more than 40,000 pieces.

Lore surrounds the exhibits; you can trace written history in classic profiles. Russia's Peter the Great once levied a tax on beards and minted a special coin for its payment. You can see his "beard money" on display, along with such rarities and curiosities as the U.S.A. silver dollar of 1804, pirate-famed Spanish doubloons, and wooden nickels.

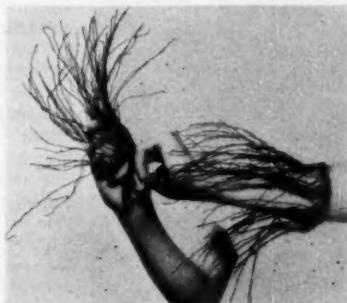
In size the money ranges from the tiny African coin you see on the next page—the smallest one in the world—to the 100-pound stone "coin" below it, which, on the Island of Yap, could once have fetched you 10,000 coconuts, an 18-foot canoe, or a wife. But whether you are seeing elephant-tail bristles or sea-shell wampum—or any of the more than 50 kinds of currency used by Rotarians around the world—you get a broadening view of the men who mint or spend it.



The smallest coin in the world is this one valued at one-fifth of a fanam. It comes from Travancore on the Malabar Coast of India, and weighs but one grain. . . (At right) An interesting exception to the rule that "money doesn't grow on trees." This curious coinage, made either of copper or of tin, comes from China and Malaya. Cast in a tree shape, pieces are broken off whenever needed.



Big money (at left), the world's biggest. On the Island of Yap, men once carried this stone disk around with a stick run through it; it weighs 100 pounds. It could have purchased a quarter acre of land or a Yap wife. (Above) Elephant-tail bristles, used as money by men in West Africa. In times past, one tail was worth two slaves—or 2 cents in U.S.A. currency.



Photos: Pickow from Three Lions



Trees at Work

**Resources grow with towering timber—
one reason why the Tree Farm program
is cultivated by many a Rotary Club.**

By ROBERT M. HYATT

RECENTLY a Texas inventor announced that he had found a method of converting ordinary sawdust into a valuable building material. He estimates that his discovery will reduce the cost of constructing an average-sized home by at least 30 percent, and possibly as much as 50 percent.

Thus one more wood product made its bow on the market. It had plenty of company, for wood is already used for fertilizer, fuel, turpentine, alcohol, rayon, and plastics. Your tie and socks and toothbrush may be made of it. Wood molasses, about 50 percent sugar, is relished by livestock. Hundreds of vital telephone parts come from wood. *So do some 6,000 other products.*

The meaning of these facts is simple. Supply must meet a very hungry demand. To do it, we can "mine" our forest resources—and later go without wood. Or we can find other ways to fill the need.

Early in 1941 a large lumbering firm in the State of Washington launched a project that has since become the greatest tree-replenishing program ever conceived. Actually, there was nothing dramatic or revolutionary about the undertaking. The men of this company simply planted 120,000 acres of logged-off land in seedling trees, posted the tract with signs reading "Reforestation Project," and went about their business.

Now a decade ago, logged-off land in the Pacific Northwest of the U.S.A. was considered pretty worthless. Fishermen, hunters, and berry pickers tramped over this property, glanced at the new signs—and left burning cigarette butts and undoused campfires in

their wake. Despite costly prevention measures, which the company hastened to install, fire losses were high. In desperation, officials of the firm—the Weyerhaeuser Timber Company—took their problem to the people of the little town of Montesano, bordering the tract.

It was Chapin Collins, editor-publisher of the town's only newspaper, who came up with the solution. Said he: "Your signs 'Reforestation Project' leave the public cold. Why not call it a Tree Farm? Everyone knows what a farm is and what it's for. Believing it's a farm, folks will respect your property."

Weyerhaeuser put up signs reading "Tree Farm." They explained the purpose of the new planting. Other newspapers picked up the story. Overnight the tract became a show place. People began to realize that trees could be grown commercially just like potatoes or wheat.

And that was the beginning of the American Tree Farm system, a phenomenal movement that in a decade has spread to 29 of the nation's most heavily timbered States. Today there are 3,697 certified Tree Farms with a total acreage of 25,763,713. Acreage is increasing at the rate of 3 million a year. Ownerships range from tiny three-acre plots to industrial forests as large as Rhode Island. Farmers and nonindustrial owners make up about 70 percent of these Tree Farms.

The idea itself, of course, was not new. For a century, European foresters have used similar tree-farming practices. They have



"Tree Farm" signs are sprouting like timber.

grown their timber from certified seed selected from exceptional trees—those with the smallest limbs, the straightest trunks, and the swiftest rate of growth. Only by careful conservation have such timber-exporting countries as Yugoslavia and Austria maintained their logging industries through centuries.

It was not thus in the history of the New World. Of course, 300 years ago there was concern about the wood supply just as now, but then there were too many trees. The great woods were an almost impenetrable barrier to pioneer progress. They made cultivation of the land a Herculean task. Down with the woods!

The axes of nearly three centuries took their toll, and by about 1900 America faced a serious timber shortage. There had been sporadic warnings that the forests wouldn't last forever with indiscriminate logging. As far back as 1681, William Penn de-

creed that for every five acres his settlers cleared, one acre must remain in forest. There were several half-hearted attempts in the 18th and 19th Centuries to control logging. They failed.

It was not until the formation of the American Forestry Association in 1875 that any real effort was made to set aside certain forested areas. These became the national forests.

For years there was little supervision or protection of these wooded regions. Today there are approximately 13,000 foresters in the U.S.A., of which about 5,000 are employed in private industry or consulting work. At the turn of the century there were but a handful, born or trained in Europe. And while it was known half a century ago that insects and disease destroyed far more trees each year than fire, scientific control of these menaces is now only six years old. Selective logging—taking only prime trees and those growing too close together—is also new. The old-timers "clear cut"—or took all.

Just 30 years ago the U. S. Government wrote off the South as a timber producer. In 1919 Chief Forester Henry S. Graves voiced this dark prediction: "The

bulk of original yellow pine in the South will be exhausted in ten years, and within five to seven years more than 3,000 manufacturing plants will go out of existence."

When he made that statement, Mr. Graves could not have foreseen the terrific impact of the development of the kraft-pulp industry on the forest economy of the South. Nor could he have dreamed that two decades hence some Washington timbermen would evolve a scheme that would change the forest picture of the entire nation.

The South today is one of the largest wood-growing regions in the U.S.A. With its increasing numbers of wood-lot pulp and timber producers, it grows 40 percent of the country's lumber and half the pulpwood used in making paper, plastics, chemicals, and thousands of other useful wood products. Southern Tree Farms number 1,669 of the United States' total. Mr. Graves should count

How They Shoot Up!

THIS is a story about a boy and a tree—and how they grew. The one is Wallace ("Wah Wah") Whatley, of Opelika, Alabama. The other is a slash pine of the same address.

Maybe you remember the 1949 photo of Wah Wah and tree. It lent "human interest" to a pictorial report made in this Magazine for May, 1951, on a great reforestation project launched by Opelika Rotarians. "Boy and tree, each age 4, start out life together" was the theme. Now comes the 1952 photo showing you where they've gone together since—namely, up! Give them a decade and Wah Wah will even off at 6 feet, the pine at 60—and as the youth enters college the tree will enter the pulp mill.

The big Rotary project in which they are rooted—the boy's the nephew of Rotarian Hugh D. Whatley—reflects the same startling growth. Begun with the planting of 375,000 pine seedlings in '49, it continues with 3 million small trees now in the ground. By 1968, the sponsors estimate, the

reforested area will be worth more than 4 million dollars.

Sure, Nature's grand, but she always welcomes a hand from people who prize her manifestations—be they snowy egrets, giant sequoias, or little sprouts in the east of Alabama.



1949



1952

It's for Everybody!



Young sprouts, like this baby pine tree, start from pine seeds like those that fill the cone at the right of card.



Future users of timber products—school students, 4-H Club members, and Future Farmers—all plant trees.



Mechanized tree planters cover ten acres of land a day. . . . (Below) The Rotary Club of Cloquet, Minn., honors local Tree Farmers with certificates to stimulate greater interest.

Dixie's wood-processing plants now!

The Tree Farmers are not only replenishing timber supplies, but they are providing a wide and watchful protection brigade over the forests. They are helping agriculture, reducing erosion, and assisting flood control by planting denuded and logged-off areas, thus creating valuable watersheds. By clearing the woods of sawdust and waste wood, they are cutting down on fires and wood-eating beetles. In the old days, such refuse was left where it accumulated because there was no use for it. Today it has a cash value.

For example, in the early 1900s, when standing timber was available at 50 cents to \$1 a thousand board feet, it was more economical for a sawmill to pack up and move than to grow its own trees. Then, if 37 percent of a tree trunk reached its ultimate use, it was considered an achievement. Today in many areas, about 70 percent of the entire tree—trunk, branches, tops, bark, stumps, and sawdust—goes into useful products.

Increased use has brought increased income—and employment. There are more than 60,000 U. S. firms engaged in wood processing of some sort, and they employ 2 million workers.

Thus, the man who plants a tree—as the Founder of Rotary, Paul P. Harris, did so many times—can feel he is making a thoroughly sound investment in his community's future.

Paul Harris, of course, was the first tree-planting Rotarian, but he was by no means the last. Not long ago the Rotary Club of Cloquet, Minnesota, organized a banquet. Guests of honor were eight Minnesota forestland owners. They received Tree Farm certificates from American Forest Products Industries, national Tree Farm program coordinator. This presentation was typical of many others made in conservation-minded Rotary Clubs around the globe. How did these men, and the thousands of others like them, get into the business?

WELL, to become a Tree Farmer, all you need is a stand of timber, or acreage that you wish to plant in seedlings. You simply contact your local forester or the agency of the Tree Farm system in your State. He makes an inspection of your trees, marks those ready for cutting, and specifies the best and most profitable use for each. Of course, you must agree to establish firebreaks, fence out cattle, and maintain an adequate fire-fighting outfit on or near your farm. This service is free. You get all the profit.

To give you some idea of just how much profit is possible from woods under Tree Farm supervision and instruction, take the case of Howard Olson, a young veteran of World War II. Back from service, he bought a farm near Aveca, Wisconsin, that included 40 acres of timber. Soon afterward a railroad-tie operator offered him \$2,500 for the entire wood tract. Olson wasn't satisfied. He called in a forester who inspected his trees and estimated they would cut 400,000 board feet of saw timber. Value: \$8,000!

The forester then showed Olson how he could eat his cake and have it, too. He could cut 20,000 feet of timber every year and apply the proceeds toward the mortgage on the farm. At the end of ten years the entire farm of 280 acres would be paid for and Olson would still have a productive woodland with about 300,000 board feet of timber—all from 40 acres of trees. Needless to say, Howard Olson took his advice and is an enthusiastic Tree Farmer. He later [Continued on page 58]



Photos: APPI from Johns-Manville, Mich. Dept. of Cons., Fla. Forest Service

Ten Top Tunes

in ROTARY

A survey reveals some close harmony

on the subject of favorite songs.

By LARRY FREEMAN

WHAT popular songs are most popular in your Rotary Club? *Let Me Call You Sweetheart?* *I Want a Girl?* *Grandfather's Clock?*

If you asked 150 singing Clubs that question, what would their total vote reveal?

I can answer that one. Some months ago your editors and I collaborated in a small study of 150 Clubs in North America—to learn what they deemed the most popular of popular tunes. Before I go a sentence further, let me say that that old favorite *Home on the Range* led all the rest.

Not all Rotary Clubs sing, I know. Some of those that do sing have favorites far different from the ones listed here. If you drop in on a Club in Australia, you'll almost certainly hear a rousing rendition of *Waltzing Matilda*; visit a Japanese Club and you'd likely join in for a chorus of a fine old English air. Almost every singing Club in Latin America or Europe has its own special favorites. Still, the list our survey turned up rings with harmony; it undoubtedly reflects the top choices in a large portion of the singing Rotary world.

Why did these particular songs become favorites? You can judge for yourself from the human-in-

terest stories that lie behind each one.

As you might expect, the ten top tunes are all famous. One of them even involved litigation in the Supreme Court of the United States; another helped a swimmer cross the English Channel. And every single one of the songs has evoked—along with ringing basses and uncertain baritones—that warm, free feeling of expanding fellowship. Here they are, in the order of their popularity:

1. *Home on the Range*. The origin of this song is shrouded in mystery, and its authorship has been the subject of so much legal dispute that the U. S. Supreme Court eventually declared all its many versions in the public domain. The favorite song of such notables as Franklin D. Roosevelt and Will Rogers, it was first "discovered" in 1880 by two stage performers, David Guion and John Lomax. They called it *The Cowboy's National Anthem*. There have been many variations since Guion added the title and took the song on tour throughout America. *Home on the Range* has never had a letdown in popularity, and long after the contro-

versies over its authorship are forgotten, men will still sing "where never is heard a discouraging word. . . ."

2. *I Want a Girl, Just Like the Girl That Married Dear Old Dad*. Vying for first place in many Clubs, this song of 1911 has already become a folk tune. Neither of its authors, Harry von Tilzer and Will Dillon, originally thought much of it. Song writers both in their own right, they had never teamed up before, but at a time when both were appearing on the same vaudeville bill, von Tilzer conceived the idea that they might while away off hours by working out some numbers together. Dillon had already written several successful "girlie" songs (*I'd Rather Have a Girlie Than an Automobile*, *The Girl I Left Behind*, *That Girl of Mine*, etc.) and von Tilzer suggested they try one of this type. *I Want a Girl* went through several stages before von Tilzer, the veteran music publisher who had given Tin Pan Alley its name, was at all satisfied with the tune. Finally on a dark gray February after-

*For further data on the origin of the song, see "Home on the Range," by Sigmund Spaeth, *THE ROTARIAN* for November, 1945, and in *Talking It Over*, February, 1946, issue.—Eds.

noon in the empty vaudeville house, Harry struck the chords and Will began to evolve the words. "I want a girl—just like the girl—that married dear old Dad . . ." Further tune and word changes developed quickly, and the chorus as we know it was completed that same afternoon. Dillon worked out the verse by himself that night after his vaudeville program was finished. The song was published March 11, 1911, and found immediate favor with such singers as Sophie Tucker. Neither Dillon nor von Tilzer made any great use of it, however, in their own vaudeville routines. Dillon is on record as saying he thought of it as "Just another girlie song, not as well suited to my act as some others I had." He has lived, however, to see it grow and grow in popularity. Now 75 and retired in Ithaca, New York, Will is occasionally induced by fellow Rotarians to put on his old vaudeville togs and give forth with this his most enduring number. The performance always brings down the house!

3. *Let Me Call You Sweetheart*. Our third song, by Whelson and Friedman, is also from the 1910 era. This obscure song-writing duo had only one other hit to their credit, *Meet Me Tonight in Dreamland*, both of which have sold more than 5 million copies of sheet music. Poorly promoted at first, *Let Me Call You Sweetheart* gradually caught on. More and more home folks began to sing it, until today it is one of the widest known "sweetheart" songs ever written. The song got its biggest boost in 1926 when it was used by Gertrude Ederle as an aid in her successful swimming of the English Channel. On that epochal day of August 6, a pioneer maestro of the wax platters worked a 14½-hour shift while seated with a portable phonograph on his lap in the stern of a tossing rowboat. He had only a one-person audience—and his repertoire consisted of a single number. He was Gertrude Ederle's trainer, and he played *Let Me Call You Sweetheart* over and over to keep up her morale and time her strokes as she battled the choppy, chilly waters of the English Channel

from sunrise to sunset. The tune was picked up by brass bands a week later, as the first woman to swim the 23 miles from Calais to Dover rode down Broadway in triumph. All America was singing *Let Me Call You Sweetheart* when Miss Ederle came home. The song is still doing fine.

4. *Grandfather's Clock*. This old-time hit was written back in 1876 by Henry C. Work. An ardent temperance crusader and abolitionist who helped runaway slaves escape, most of his songs show the moral tenets of a rock-



Rotarian Will Dillon, composer of I Want a Girl, hits a vaudeville pose accompanied by Author Freeman.

bound New Englander. His *Father, Dear Father, Come Home with Me Now* was sung by a ragged little girl to provide the big emotional scene in *Ten Nights in a Barroom*. *Grandfather's Clock* was first introduced by Sam Lucas in the Hyer Sisters Colored Minstrel Show in New Haven, Connecticut. It was not sung very generally until after the turn of the century. An even more famous song by the same author is *Marching through Georgia*.

5. *Smiles*. According to current legend, the words for this best known of all "smiles" songs was written on the back of an empty cigarette package and the tune was drummed out almost as hurriedly. The composer, Lee Roberts, sold the song to Remick Music Company in 1917 for \$50,000 outright. Remick had been looking for a "happy" song to plug during World War I, and their promotion of "There are smiles that make us happy, there

are smiles that make us blue" made it catch on instantly. Try as he did again and again, Lee Roberts was never to write another really popular song.

6. *There's a Long, Long Trail*. The sons of Eli can justly claim this song as their own, though it owes its first popularization to the English. The words, by Stoddard King, won a literary prize at Yale back in 1913. Zo Elliot set the poem to music for the Yale Glee Club, was turned down everywhere when he tried to get the song published. A year later he went to Oxford as a Rhodes Scholar and taught the song to his fellow English students. They, in turn, took the song with them to France when they enlisted in World War I. "There's a long, long trail awinding into the land of my dreams" was passed along the trenches, sung in the rest billets of France, and in the pubs of England by soldiers on leave, finally was brought back to the U.S.A. in triumph by American doughboys.

7. *Down by the Old Mill Stream*. Back in 1910, Tel Taylor, a Chicago newspaperman, was covering the music beat. It occurred to Tel that he could write a song just as good as the current features he was reviewing. He put his thinking cap on, and *Down by the Old Mill Stream* was the result. It became a million-copy seller, and his only hit.

Rotarians seem to prefer this song because of its opportunities for close harmony. Confirmed barber-shop quartettes, however, would add two or three others: *Sweet Adeline*, *Dear Old Girl*, and *Play That Barber-Shop Chord*. Forgotten today are the early barber shops where these songs were first popularized, their rows of mustache cups and their two-bit haircuts. Only the beloved melodies live on in memory, heavy with the fragrance of simpler, care-free days.

8. *Shine on Harvest Moon*. A song to stir up various memories. If you date your acquaintance with it from the early 1900s, you may have heard its authors, Jack Norworth and Nora Bayes, sing it together on the vaudeville stage. The song made its debut in the second Ziegfeld Follies

(1908), at a time when such extravaganzas were mainly floor shows for roof-garden supper clubs. Nora Bayes was the darling of the era and *Shine on Harvest Moon* was then known as her song. Late in the '20s, however, another Ziegfeld Follies star, Ruth Etting, chose it as the signature of her radio program. In the 1940s, more than 30 years after the song was written, *Shine on Harvest Moon* served as the title for a motion picture which dramatized the romance of Nora Bayes and her husband, Jack Norworth. The song is a hardy perennial, currently making the rounds of the television circuits.

9. *Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile.* This song was made in England during World War I by George Asaf and Felix Powell. Taken into the trenches in France, it emerged in America as the top hit tune of 1915. Reflecting the idealism with which men went to war "to make the world safe for democracy," it was somehow out of place in World War II and seldom sung. Its composer, Felix Powell, committed suicide when World War II destroyed his illusions, a tragic end for the creator of what Sigmund Spaeth has called "the most optimistic song ever written."

10. *School Days.* Back there in 1907 Gus Edwards had no idea that he was writing a minor classic. He wrote this song as a routine job for one of his vaudeville acts starring such talented youngsters as Eddie Cantor (rescued from a knife-throwing act), George Jessel, Walter Winchell, Groucho Marx, Ray Bolger, Lila Lee, Mae Murray, and Jack Pearl. But long after this Pied Piper and his original cast of stage-struck children are forgotten, people will still be singing "School days, school days, Dear old golden rule days . . . and you wrote on my slate—I LOVE YOU Joe, . . . When we were a couple of kids."

Several things stand out as we glance back over these ten Rotary song favorites. First, the subjects are not topical, but timeless! They confirm man's universal longing for love, peace, and goodwill. Second, they are memory

songs: each is capable of carrying the individual back to memories of happy days gone by. Third, they are, by and large, songs of the people by the people: their composers (barring a few exceptions) were not professional tunesmiths, but talented amateurs with an ear for what was in the hearts of their fellowmen. Finally, the songs are largely in the one-octave range and easy to sing: if you have a musical memory, compare any of our ten songs with Jerome Kern's hauntingly beautiful *Smoke Gets in Your Eyes* and you will see why it is popular with only professional singers and trained voices. Even those who sing in a monotone can have fun—and not be too conspicuous—singing (?) *Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile.*

In the numerous talks I have given on the psychology of pop-

ular music, the question is often asked, "Is there any song of recent vintage that bids to become an ageless favorite?" Yes, I think there is. My particular candidate is Irving Berlin's *White Christmas*, written in 1942 for Bing Crosby's movie *Holiday Inn*. More than 7 million recordings of this song made by Bing alone have been sold to date. I seem to hear this song being sung by the public everywhere I go. It almost made the first ten in Rotary's popularity count, ranking very high for many individual Clubs. . . . "May your days be merry and bright . . . and may all your Christmases be white"—somehow these words bespeak a benediction for snows unmarked by blood. No wonder that men of goodwill everywhere, men of every race and creed, sing *White Christmas*, a universal prayer for peace.

Thank You, MISTER SPEAKER!

HOW does your Club thank its weekly speaker? It is our custom here in South Africa—as it is in many other parts of the Rotary world—for a member to rise and comment on his address as the speaker sits down.

Basically, it is a good custom, but as I have listened to more than 1,000 of these "expressions of thanks," some have impressed me as falling short of the mark.

Often I've heard a speaker given a "vote of thanks," though no vote had been taken. In such instances, the President had said, "I call upon Rotarian Jones to propose a vote of thanks." A more correct Presidential phrasing would be, "I call upon Rotarian Jones to express to you, Mr. Speaker, the appreciation of our Club for your address."

When a member is given this job, surely there is no need to applaud him before he starts. Whenever he is applauded, I always feel that the applauders are saying, in effect, "Poor old Jones—better encourage him. He's bound to make a muck of it." Or, if Jones is something of an orator and the speaker was not, the applause seems to say, "Now you listen to Jones and see how it should be done."



It is when Jones starts his thank-you talk that tact is most needed. So many feel it necessary to dot the "i's" and cross the "t's" of the speaker's address, even though it was presented capably. To draw attention to this or that point again implies, I feel, that the speaker did not stress such points sufficiently. All a waste of time, and not very courteous, either.

Among my second 1,000 expressions of thanks, I hope to hear many like one I heard recently. It went like this:

"Mr. Speaker, you have given this Club a great deal of pleasure. I trust that our Program Committee will prevail upon you to talk to us again. It is now my privilege to say 'Thank you, sir,' on behalf of every member present—and we all hope you come again."

No "i" dotting or "t" crossing. Just a sincere "thank you"—and happily phrased at that.

—Garry W. T. Garrood
Secretary, Rotary Club,
Wynberg, South Africa



Splitting Hairs for Better Living

By O. A. BATTISTA

The micromanipulator enables the micrurgist to move, prick, or stretch any object in his "field" while the "battery" (right) shows him the effect of current on it.

Scientists wield pygmy tools in exploring an invisible world.

MICRURGY. Ever hear the word? You will—for it stands for a science which, though still in its infancy, is working its way into the lives of all of us—whether steel magnates or back-yard pe-tuna growers.

Micrurgy, to put it roughly, is the business of picking and probing around in the world of the invisible with pygmy picks and chisels manipulated under high-powered microscopes. Its practitioners can tell you what happens when you poke a single cell of life. They can also help track down warped human beings who would take away life.

That, in fact, is the theme of the first example I shall set before you—micrurgy on the hunt for a murderer. It happened in Pennsylvania and in this fashion:

One night about a year ago a

woman was slain in a lonely park on the outskirts of Philadelphia. Police found no clues, only some tire prints which led away from the scene and down a winding tree-arched dirt road. Following these prints in his own car, a detective found that they landed him on a concrete highway. The murderer had won the first round.

Turning his automobile around, the officer drove back, more slowly this time, to the scene of the murder. At one point in the narrow road his car went over a bump. As it did so, the detective heard a branch scrape against the steel roof of the car. He stopped and carefully backed up until he regained contact with the low-hanging limb. Then he had an idea that stepped up his pulse. Maybe, when the murderer made his escape over the dirt road, a few

microscopic specks of paint from his car were left on the same branch. The road was very narrow and the bump was directly beneath the slanting tree. His car couldn't have missed it!

Back in a micrurgical laboratory the protruding branch became the pointing finger of justice. Using tools which are so small that a whole tool kit of them would fit into a thimble, a micrurgist placed hairlike slivers of the branch under his microscope. Tiny specks of paint became as visible as a pimple on one's nose.

The microscope used by the micrurgist had some unusual features about it. It was equipped with supersensitive levers which operated midget chisels and tweezers by remote control.

A VOCATIONAL SERVICE FEATURE

THE ROTARIAN



With a breathlike touch on a knob, the micrurgist moved a pair of microtweezers, in steps of 1/10,000 of an inch, toward the specimen in focus under his microscope. Morsel by morsel, he isolated the first layer of paint pigment from the precious slivers of wood. This was identified as paint from the detective's car.

The second layer of pigment was recovered in a similar manner and a complete micrurgical analysis on less than a pinhead of the pigment was performed. Presumably this was the microscopic layer of paint from the murderer's car.

The micrurgist, in co-operation with highly skilled microchemists, was able to identify accurately the color and chemical composition of the paint. The evidence indicated the murderer's car was an eggshell blue and that it was a post-war model. On checking the chemical composition with automotive chemists, it was possible to trace the model and make of the car.

getaway, he failed to hear the scratching of the branches just as the detective had the first time over the route.

But this criminological application of the science of micrurgy is only one illustration of how it is helping to clear up hitherto-unsolvable problems. Famed micrurgist Professor A. A. Benedetti-Pichler, of Ithaca, New York, solved a ticklish problem recently for a museum.

Archaeologists unearthed in Yunnan Province, China, a few fragments of "sacred" bones. The rare specimens were estimated to be more than 30 centuries old. On them were primitive designs traced with a dull red pigment. The scientists were interested in knowing what the chemical composition of this pigment was, but they did not want the fragile bones to be damaged or changed in the least.

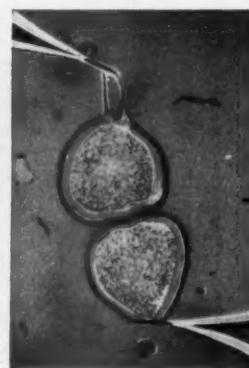
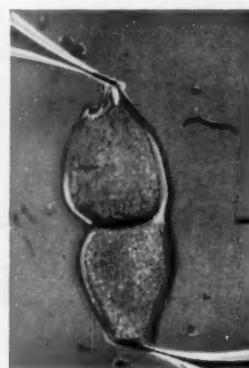
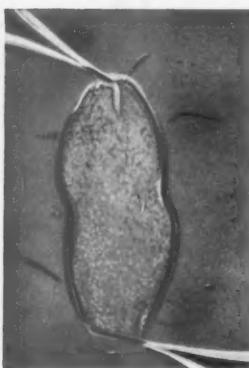
Using a micrurgical chisel of about 25 microns in diameter (a micron is one-millionth of a me-

est damage to the "sacred" bone.

Actually, micrurgical techniques have made a science out of splitting hairs. Perhaps micrurgy's greatest current usefulness is in the study of the growth behavior of individual life cells. Micrurgists in various laboratories are knocking at the door to momentous secrets, not the least of which are the vitally important life and death processes.

Holding a single cell in focus under the microscope, they are able to operate on it and study the rate of healing. Treacherous microbes, one at a time, may be handled in this manner, and the effectiveness of new drugs and chemicals on them evaluated.

In a fascinating interview with Dr. Robert Chambers, research professor of biology at New York University, and one of the world's most renowned micrurgists, he gave me an interesting prediction about the science. "In a sense," he said, "micrurgy is in its infancy. Its usefulness in re-



Probing life secrets, the micrurgist stretches a live marine egg between microscopic needles, sees it divide to form two cells.

This greatly simplified the problem for the detectives, and garages within a wide area were given a specific description of the sought-for car.

Within 30 days of the murder, police arrested a man who brought a car having the predicted specifications into a garage for a touch-up job. Although the suspect confessed the murder when faced with the evidence, he did not know that the scratches on the roof of his car occurred on the night of the crime. In his hurried

ter), Professor Benedetti-Pichler chipped an almost invisible speck of the red pigment from one of the precious specimens. Under his microscope the tiniest cracks in the bone looked like deep ravines. In short order he was able to prove that the red pigment was cinnabar, a compound of mercury which occurs in Nature. And when the specimen was returned to the museum authorities, they were happy that Dr. Benedetti-Pichler was able to perform his chemical analysis without doing the slight-

search and industry will become of increasing importance as more scientists become familiar with the specialized techniques required. I venture to say that someday the science of micrurgy will prove as useful to the micro-specialist as a pole reaching to the surface of the moon could be to an astronomer."

Dr. Chambers and his associates have pioneered the use of micrurgy in biological studies. They have studied the attraction of white blood cells for sugar, and with a

Human Nature Put to Work



Three successive droughts had so discouraged an Australian wheat grower that he threatened to walk off his land. His banker, anticipating batter weather, urged him to continue and held out the hope of a further loan. Telling his assets and liabilities, however, the banker discovered that the farmer was, in effect, bankrupt. This, if revealed, would be the last straw: a walk-off would follow at once. So, acting quickly, he destroyed the figures, and called attention to the low value the farmer had placed on his land and farming plant. "Far too low! We can reasonably increase that by . . ." Now, running his totals again, the banker showed the wheat grower to be in the black by a small margin and thus a good risk for further funds. The wheat grower returned to his land, enjoyed better harvests, is now in an excellent financial position—and still does not know this story.

—A Rotarian



Sometimes an ounce of originality is worth a pound of petitions. Some 25 years ago the reeve of Surrey municipality in British Columbia was the famed Scot Senator Tom Reid. At that time I was living on a dead-end road which was completely impassable in Winter; and I had sent repeated requests to the Government for gravel. Each time my requests were brushed aside with "no funds." Knowing that Senator Reid was a great admirer of the poet Robert Burns, I wrote a letter to the Surrey Council, quoting the Scottish bard:

I'm now arrived thanks to the gods,
Thro' pathways rough and muddy—
A certain sign that main roads
Is no this people's study.
Altho' I'm not w^t scripture cram'd,
I'm sure the Bible says,
That heedless sinners shall be damn'd
Unless they mend their ways.

I closed the letter thus: "I hope no such disaster will befall the members of the Council for the sake of a few loads of gravel." My road was promptly repaired.

—John H. Woolliams, Rotarian
New Westminster, B. C., Canada

Let's have your story. If it's used in this department, a \$10 check will be sent you (\$5 if it's from another publication).—Eds.

microneedle inserted an infinitesimal speck of starch in a single cell. Then they have been able to watch what happens.

An important finding is the fact that each life cell is surrounded by a very tough membrane, a membrane which can break many a micrurgical needle. There is some reason to believe that the condition of this membrane, its relative toughness, may be extremely important in determining the over-all health of one's body.

"It saves a lot of time, and a lot of microneedles," said Dr. Chambers, "if we soften the sheath or membrane enveloping a cell in a saline solution. I recall some years ago trying to use a bee's stinger—which is a little less than 1/32 of an inch in length—as a hypodermic needle at the tip of my micromanipulator. But it proved to be much too blunt. When I tried it out, it would do no more than compress the cell membrane."

Micrurgists have watched a single cell die, and it is an individual process. When a cell begins to die, the first thing a micrurgist sees is the appearance of a haze in the heart or nucleus of the cell. Not until this haze spreads throughout the organism can it truly be said to be dead.

A good illustration of the use of micrurgy in studying fundamental life processes is the work of the late Professor Renyi, of the University of Pennsylvania, who employed micrurgy frequently. Professor Renyi performed many micro-operations on frogs and tadpoles. He utilized special staining procedures to tag an individual blood cell so that he could follow its course within the body of the frog. His classical work demonstrating the precise course which blood takes inside a frog's body was a major contribution to our knowledge of the physiology of the lower animals.

One of the more interesting outlets for micrurgy is its use in making botanical and zoological transformations. Operations on the microscopic strands of genes within the chromosomes or hereditary packets of plant life are producing entirely new species of fruits and flowers.

A strain of ragweed has been grown whose pollen is smooth in-

stead of jagged, a ragweed pollen which will not make the most sensitive hay-fever victim sneeze. It seems quite reasonable to predict that someday soon plants, and perhaps insects, will be tailored to meet certain requirements by means of micrurgical surgery on the constituent chromosomes. Who knows, a stingless bee, a thornless rosebush, or a four-colored orchid may be achieved within our generation!

Industry is, of course, on the lookout for practical applications of micrurgy. The science is used extensively in the many leading laboratories. According to R. N. Titus, of Eastman's Micro Service Laboratory, techniques of micrurgy have proved of inestimable value in developing and maintaining the high quality of film.

Recent findings which are helping to combat rust and corrosion have been made by examining individual specks of rust through micrurgy. Scientists have been

Galileo's microscope of 1610 and Dr. Chambers' micromanipulator of 1952.



able to watch how rust forms on a near-molecular scale, and recommend practical countermeasures.

Micrurgists everywhere, actively tackling various important problems, all seem to share the views of Dr. Chambers, the senior micrurgist of them all: "In an age when the atom has become as vital to us as the sun, when man must turn to a study of invisible worlds, we may well expect micrurgy to grow into a major and perhaps prominent science. The micrurgist will experiment at one end of the dimensional scale and the astronomer at the other. What they will find may prove of lasting importance to civilization."

Need an Idea? Dream It Up!

Three rules for cultivating inspiration.

By JAMES D. WOOLF

ONE night last week I made \$500 while I slept.

It happened this way: A certain advertiser of a food product had commissioned me to create a slogan for him. For days I struggled with the problem, but the deathless phrase wouldn't come. I decided to quit trying.

Then I awoke last Wednesday morning, after a night of peaceful slumber, and there were the magic words spelled out in neon on the ceiling of my room.

My unconscious mind had done the trick. No doubt you have had a like experience. Inspiration has come to you while you were fishing, or playing bridge or reading a whodunit. Grant Wood, famous "painter of the soil," once said that "all good ideas I ever had came to me while I was milking." When Sir Walter Scott found himself completely baffled, he turned his mind to something else, sure that the idea would come. "I shall have it at 7 o'clock tomorrow morning," he'd say.

Do you have any control over your unconscious mind? Can you prod it into doing a bigger job for you? The answer, I think, is "yes" to both questions, and most psychologists would, I believe, back me up. For many years I did creative work in a large advertising agency, one of the most demanding of "idea businesses." I found that three things must be done:

Number One: I must soak up the facts.

I cannot recall ever producing a good idea—either consciously or in my sleep—until I had done hours or days of thorough study.

"Inspiration," Alfred Tennyson once declared, "comes after effort."

Hermann von Helmholtz, the great German physicist, once declared that "after investigating a problem in all directions," happy ideas came to him "without effort,

like an inspiration." The wife of Maeterlinck reported that he never expected inspiration until after he had first saturated his mind with facts "I can testify," she asserted, "that his subconscious played a formidable rôle."

Number Two: I must forget the whole thing.

I once sat at my desk for 24 hours trying to think up an idea for an automobile tire. That was silly, and now I know better. When inspiration eludes you after a fair amount of mental effort, put away your notes and go out to a movie. Think back. Have you ever forced an idea out of a tired brain by grim "concentration" over a prolonged period?

Listen to Paul Gallico. He comments on this very thing in his

stumped by a difficult refrain. So he shoved the problem aside into some inner compartment of his mind.

Two years later, on rising from a dive in the Tiber, Berlioz found himself humming the wanted musical phrase.

Igo Etrich was not hunched over a drawing board when he invented the Taube flying machine. He had tried that with no luck. Later, vacationing in India and bent on enjoying himself, he happened to notice that the seed of an Indian vine, the zancnia, floated through the air with perfect grace and balance. Up from his unconscious emerged his forgotten problem, and at once he had his idea for his famous wing principle.

Number Three: I must brief my mind at bedtime.

A noted editor once told me that at bedtime, just before he turns out his light, he reads over the notes he has made on some problem that perplexes him. I have tried his system and it works.

Alexander Graham Bell did a lot of his thinking while he slept. "I make it a point," he once said, "to bring together all the facts regarding a problem before I retire." Often a problem that troubled Bell the night before was found to be solved perfectly the next morning.

Halftone printing was invented by a man in his slumber. Frederic Eugene Ives testified that while operating his photostereotype process in Ithaca, New York, he studied the problem of the halftone process. He went to bed one night, his mind briefed on the problem as he fell asleep, and awoke in the morning to see before his eyes, apparently projected on the ceiling, the completely worked-out process and equipment in operation.

So don't knock yourself out by trying to force your imagination. It can't be forced. Relax, give it a chance—and how it will deliver!



"There were the magic words. My unconscious mind had done the trick."

book *Confessions of a Story Writer*. He had half an idea for a yarn. But the plot "simply wouldn't jell," Gallico tells us. Did he sit at his desk for 24 hours and try to sweat it out? Not he! He wisely decided to forget the whole thing. Then a year later, during a symphony concert he was attending at Carnegie Hall, he relates that "the solution suddenly popped up from nowhere and the story simply rolled forth. I wrote out the ideas on the margin of the program and finished the piece within a week."

Hector Berlioz, the French composer, once tried to write a song with chorus for *Cinq Mai*, of Bergerac, but he was utterly



'Teddy' Roosevelt Was Right

But let's mellow his 'doctrine of the strenuous life' with Rotary's insistence upon 'Service above Self.'

By WALTER J. MATHERLY

*Dean, College of Business Administration,
University of Florida*

IT'S strange talk in these days of shorter work hours and longer leisure time. But Theodore Roosevelt—he of the toothy grin who was called "Teddy"—just 50 years ago in a speech in Chicago declared:

"I wish to preach, not the doctrine of ignoble ease, but the doctrine of the strenuous life, the life of toil and effort, the life of labor and strife; to preach the highest form of success which comes not to the man who desires more easy peace, but to the man who does not shrink from danger, from hardships, from bitter toil, and who out of these wins the splendid, ultimate triumph."

He was not urging men to overtax their physical and nervous vigor. I am sure of that because as an ambitious young man in New York City he did just that—but had the good sense to learn, as a rancher and a hunter in North Dakota, the art of relaxation. What Theodore Roosevelt spoke up for in his celebrated Chicago speech has to do with the spirit of men. Citizens should be pioneers, he was saying, courageously and doggedly working to achieve "the splendid, ultimate triumph" of reaching goals.

That speech was a tonic for America, bursting like a brawny young giant into the fateful 20th Century. It injected "dream of empire" into the foreign policies launched by Secretary of State John Hay. It flared in the steel mills of Pittsburgh and Gary and echoed in the din of factories. America was on the move.

But why? And where? In Chicago at the time of Roosevelt's speech was a young lawyer named Paul Harris, whose New England-trained conscience was troubled at what he saw. "The doctrine of *caveat emptor* (let the buyer take care of himself)," he later wrote in his autobiography, "was applied to the consumer." Conscienceless competition went so far that one freight line reduced its Chicago-to-New York carload rates on cattle from \$150 to one dollar—only to be beaten smartly by a rival who bought

and shipped thousands of carloads of Western steers at that ruinous rate.

Lost in the shuffle was the individual. Employees were "accessories to be used or junked at the will or on the caprice of the supposedly only human factor, the boss," Paul Harris observed. Slums grew like cancers. A famous English journalist, W. H. Stead, wrote of the shocking poverty, corruption, and misery in a book significantly titled *If Christ Came to Chicago*.

"Teddy" Roosevelt was right. Toil and sweat are needed to build a human personality no less than a country. But there's something more to be sought than a "splendid, ultimate triumph" measured by dollars and power. The doctrine of the strenuous life is hollow without the concept of a purpose beyond self. It lies at the core of the Rotary movement—launched by the Chicago Rotary Club, which Paul Harris founded in 1905, four years after Roosevelt's famous speech—and has found expression in the oft-quoted aphorism "He profits most who serves best."

EXPANDED in the formal Object of Rotary International, this service principle calls for the encouraging and fostering of:

High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

Let's take a good look at what this declaration means.

First, high ethical standards. Ethics and vocation must be interdependent and inseparable. They go hand in hand. The one interacts upon and is reflected by the other, for the old axiom "actions speak louder than words" is incontrovertibly true. To reap profit because one "serves best" requires the use of right standards not just because observance of those standards may swell one's bank account, but because the

standards are right and because modern man must know the right and follow it.

Led by Rotary, many organized vocations have systematized such convictions by setting them down in black and white. Speaking for businessmen, the Chamber of Commerce of the U. S. adopted a code holding that "business renders a public service" and its reward "for service rendered is a fair profit plus a safe reserve commensurate with the risks involved and the foresight exercised." The American Bar Association has this sentence in its *Code of Ethics*: "In fixing fees, it should never be forgotten that the profession of law is a branch of the administration of justice and not a mere money-getting trade." Doctors subscribe in their *Code* to the statement that "a profession has for its prime object the service it can render to humanity; reward or financial gain should be a subordinate consideration."

Second, recognition of the worthiness of all useful occupations.

In a democracy, every citizen is expected to be a producer of wealth if he is physically able. Men are born free and equal—in responsibility to do this. The world owes a living to no man sound of mind and body. Each must pull his share of the economic load to contribute his share of goods and services. If that rule is violated, barnacles will slow down the ship of State.

We are members of an economic as well as a political body. Patriotism is not enough. The American Indians loved their lands and fought for them, but they needed more than patriotism to develop their society into a high state of civilization. To become great, a country must have not only intelligent voters and competent office holders, but also intelligent and competent merchants, intelligent and competent manufacturers, intelligent and competent money-makers.

Let me sum up citizens' economic duties. They are four: to earn money

adequately; to save it consistently; to invest it wisely; to spend it intelligently. These are as important for the well-being of a nation as going to the polls or shouldering a gun in time of war.

Third, dignifying of occupation as an opportunity to serve society.

Highways are built only as a means to go somewhere. The destination is what is important. Similarly, not what we possess but what we strive to be makes us small or great. In our vocations, it's not what we do but what we do it for that counts. And the only ignoble occupations I know are those which, like robbing and gambling, do not contribute any service to mankind.

Robert Burns celebrated the whole-some life of the toiler in *The Cotter's Saturday Night*. And another poet has phrased appreciation for well-done work, though humble, in these words:

*If I were a baker, it would be my pride
The best of all bakers to be;
If I were a tinker, no tinker besides
Would mend an old skillet like me.*

Each man is entitled to the exhilaration of doing well what his hand or mind finds to do. In part, that is what Theodore Roosevelt was thinking of when he talked of "the highest form of success" that comes to men who work hard and well. The trouble with too many persons in a highly systematized society is that toil—whether in a shop or in an office—is "a necessary evil" to living, a burden to be borne cheerlessly and grudgingly.

Ralph Waldo Emerson lamented this even in his nonindustrialized day a century ago:

"The planter who is sent out into the field to gather food is seldom cheered by an idea of the true dignity of his ministry. He sees his bushel and his cart, nothing beyond, and sinks into the farmer, instead of the man on the farm. The tradesman scarcely ever gives an ideal of worth to his work, but is ridden by the routine of his craft, and his soul is subject to dollars. The priest becomes a form; the attorney, a statute book; the mechanic, a machine; the sailor, a rope of his ship."

It is not enough just to select the vocation we wish to follow. Each of us must go further. We must select vocations into which we joyously put the best we have and through which we can live a good life as well as make a good living. If what we have started out to do is not all of that, then we should change it or make it what we want it to be. In any case, we should do what we do wholeheartedly and fervently.

In Palestine, as Bruce Barton once pointed out, are two seas as different as day and night. One is fresh, filled with fish, and flushed with green along its shores. Children play and men build their homes along its banks. It is fed by the River Jordan. That is the Sea of Galilee. The other is farther south and into it the River Jordan also flows. But it has no splash of fish, no fluttering leaf, no song of birds, no laughter

of children. The air hangs heavy over its surface, and neither man nor beast will drink its waters. That is the Dead Sea.

Both seas get the same good water, but the Sea of Galilee does not keep what it gets. For every drop that flows in, another drop flows out. The Dead Sea has no outlet; it tries to keep what it gets and gives out nothing to the land in return. Because the Sea of Galilee takes and gives it is alive; because the Dead Sea takes but does not give it is dead.

How like life are Palestine's two seas! Misers are notoriously unhappy. And so are men of much wealth or of little who have not learned the joy of the strenuous life for a purpose beyond mere self-serving ends.

In buying and selling we see this principle at work. Goods are produced for the market, but the market is not a one-sided thing. It does not belong wholly to the sellers. Buyers are necessary. Wealth is created to satisfy human wants. Consumers can break manufacturers as well as merchants. High-pressure salesmanship may induce customers to buy once, but it alone will not hold them for repeat sales. Something else is needed: consideration for the purchasers. His rights, wishes, and even peculiarities must be respected. Courtesy is essential, but above all comes quality.

In competition the dog-eat-dog idea soon wears out. [Continued on page 61]

Illustrations by
John Merryweather



PEEPS

at *Things to Come*

BY HILTON IRA JONES, PH.D.

■ **Nylon and Bearings.** Nylon has come into a new use—as a solution to bearing problems. The bearings have a thin liner of nylon within an inexpensive metal sleeve, which enables low-cost quantity production and fabrication of trial quantities to customer specification without a major die investment. The result: a better bearing at a moderate cost. Among the advantages are longer life and lower friction coefficient. It is superior without lubrication, resists chemical attack, possesses outstanding abrasion resistance, dampens mechanical vibration, is suitable for close fits, and is noncontaminating. It provides smooth, silent operation.

■ **Structural Panels.** A new translucent material of polyester resins reinforced with fiberglass mat makes large skylight and wall-light areas economical for corrugated industrial buildings because no extra framing is required for either support or weatherproofing. It nests with any standard corrugated sheet and permits substantial savings in plant lighting by its efficient diffusion of daylight through the building interior. This material is structurally rugged, and is chemically immune to weather extremes and most industrial fumes. It has long life without any protective treatment, is shatterproof, and may be worked with ordinary tools.

Film Find. A new polyester film is highly durable, transparent, and water repellent. It is characterized by its high tensile strength and high impact strength even at low temperatures. The film shows good stability up to 302 degrees Fahrenheit. The electrical properties of the film are such as to make it of interest to insulation and capacitor uses. This polyester film is in the research stage of development. Small quantities are being produced for long-range market studies. These quantities are very limited, and it is not expected that the film will be available for general distribution for several years.

■ **Sauce Warmer.** A ceramic pot heated by a long-burning candle will keep butter, hollandaise, and other kinds of butter sauces warm during an entire meal. The pot, which is held over the candle flame by a stainless-metal stand, has a two-ounce capacity.

■ **Plastic Carboy.** A new polyethylene carboy is the first 13-gallon carboy of plastic to pass the U. S. Interstate Commerce Commission tests for shipping hydrofluoric and electrolyte sulphuric acid. It has been tested by trampling under the treads of a ten-ton bulldozer, without a single one breaking. It will

withstand the corrosive action of muriatic, nitric, acetic, formic, and most other acids, alkalis, and caustics over a wide range of temperatures. A 13-gallon bottle stands 30 inches high and weighs only ten pounds.

■ **Plastic Wall Coating.** A plastic which can be sprayed on in a single coat to form a continuous sheet that will bridge wall cracks up to two inches is made with a vinyl-resin base. It resists deterioration by weather, water, major mold, and mildew groups, most acids and alkalies, and strong washing detergents.

■ **Protective Coating.** A new aluminum paint is available for application on surfaces which operate in high temperatures such as ovens, flues, and furnaces. It will not discolor, blister, crack, or peel off. After it is heated it is insoluble in ordinary solvents. It is applied by brushing or spraying.

■ **Rubber Cleaner.** On the market is a cleaner that removes dust, grime, and stains from rubber-coated dish drainers and other rubber household products. It polishes and protects bright-colored surfaces not only of rubber products, but also of linoleum and plastic-topped tables and work counters.

■ **Play Tents.** Self-supporting plastic-sheeting play tents, for indoor and outdoor use, withstand moisture, mildew, and abrasion. They come in two sizes, the bases being easily inflatable sections that can be blown up orally. A center pole holds the tent erect. The larger tent, weighing four pounds, has a base 4½ feet square and stands five feet high.



No spading and no hoeing with this power-driven tiller that cultivates 12-inch strips up to seven inches deep, prepares a level seed bed for flowers and vegetables. A safety clutch permits stops without turning off the engine.

The smaller tent is 3½ feet square, four feet high, weighs two pounds.

■ **Wire Stripper.** Wire stripping has been made a one-hand operation by a device which works on sizes of wire from 10 to 30 and weighs but 12 ounces. It will last a lifetime and be a convenience for anyone who does any kind of electrical work.

■ **Sew without Thread!** With a new mending fluid, socks and sheets can be mended and patched, hems turned up, and zippers put in without a needle. It is applied like glue and the cloth edges pressed firmly together. It does not stain and can be washed—even boiled—and ironed.

Place Mat. A noncurling place mat for children protects table tops from scratches and spilled foods. It takes the form of an elephant, with a choice of three colors. It lies flat and will not stain.

■ **Windows Closed.** A device is available that closes windows and raises the top on a convertible automobile at the first drops of rain. Not only rain but dew or mist or snow will activate the relay and cause the top to close and the windows to roll up and save damage to upholstery and dash instruments. A micro-moisture grid that can be mounted on the exposed part of the car controls the mechanism.

■ **Tasty Toothpaste.** Yes—toothpaste in banana or strawberry flavor is here. It is made of pure fruit juice, and put up for children. Made in England and compounded of the best ingredients, it is specially designed to appeal to the "small fry."

■ **Cold Frame Sash.** Available for gardeners is a solid-aluminum cold frame sash in 39-inch-by-18-inch sections which lock with stainless-steel bolts and have snap-in glazing clips so they can be easily glazed.

■ **Pictorial Charts.** Pressure-sensitive pictorial tapes can be used to make up charts. They adhere to paper, cloth, and plastics, and the necessary length can be cut from a roll 300 inches long.

■ **Cut to Measure.** One-half-inch or one-inch foam rubber can now be custom-cut to specifications or a paper pattern. It can be cut with scissors and glued with rubber cement.

■ **Handicraft Lacing.** Handicraft can be fun—especially with the new plastic lacing and cord in 18 colors and two widths. The plastic meets the requirements of schools, hospitals, and other institutions. With two five-yard hanks of the lacing—contrasting colors—and a thin strip of metal, a very pretty bracelet can be made.

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine 35 East Wacker Drive, Chicago 1, Illinois.

Speaking of BOOKS

About myths and eccentrics—plus some tips on those youngsters now flocking back to school.

By JOHN T. FREDERICK

SCIENCE fiction is nothing new in literature. It isn't merely a matter of going back to such early books of H. G. Wells as *The Food of the Gods* or *The Time Machine*. Nor to those of Jules Verne in which such modern commonplaces as the submarine, radio, and radar were projected as romantic possibilities. Science fiction is far older than that; its beginnings go back, indeed, close to the very beginnings of literary expression.

The essence of science fiction is human adventure in places or times not actually known by human beings; hence the adventure is imaginative, and the experience is not susceptible of checking against ascertained fact. To the writers of ancient times, great portions of the earth's surface were, in effect, as remote as Mars. The human capacity—perhaps it is need—to be entertained by imaginative adventure seems to be as old as the race. Hence, we have all through literature the story of imaginative adventure, usually posing as a traveler's tale and partially based on fact or hearsay. That these yarns related adventures purporting to have occurred on our own planet doesn't make them less kin to the stories of space ships and interplanetary war which so many readers enjoy today.

It is appropriate that Willy Ley, a well-known authority on rockets and guided missiles, should have thought of surveying the long history of writing of this kind. He has done so very pleasantly, with L. Sprague de Camp as co-author, in *Lands Beyond*. An earlier book of Ley's, *The Lungfish, the Dodo, and the Unicorn*, was a delight. The present book is much like it. Here is the record of man's imaginings of the universe, for always, as today, there have been the "lands beyond" and those able and willing to tell about them. To me the most interesting chapter in the book is that on "The Shape of the Earth." At least by the time of Plato, the authors show, men of science knew that the earth was spherical. Yet as recently as within the present century

A caricature of Wilkie Collins, colorful 19th Century writer.



Kenneth Robinson, author of the new Collins biography.

the belief that the earth was flat was stoutly argued by Wilbur Glenn Voliva, of Zion fame, and his adherents; and this is still the view held by some primitive tribes.

Other theories described in this book are those of a pyramidal earth, a saucer-shaped earth, and an earth in parallel layers. One of the more ancient (and more astounding) theories is that of the earth as a hollow sphere, with openings at the poles, habitable and inhabited inside as well as outside. This view was stridently and persistently maintained in 1818 and the decades following by one Captain John Cleves Symmes, an American who announced the theory as an original discovery, though it had been propounded long before his time. Ley and de Camp write very entertainingly of Symmes and the rather respectful attention he received, but do not note the fact that one of the masterpieces of American imaginative literature, *The Narrative of Arthur Gordon Pym*, by Edgar Allan Poe (his only work of fiction of book length), seemingly is based on an adaptation of Symmes' theory.

The Ley-de Camp style is piquant. I quote almost at random:

The Magnetic Mountain also plays a part in the European Virgil-legend cycle. . . . These medieval legends transformed the gentle poet of Mantua into a mighty wizard who built Naples on a foundation of eggs and who kidnapped the daughter of the

Sultan of Egypt by riding across the Mediterranean on a bridge of "immobile air" which he created by means of his spells. He also made a brazen talismanic fly which kept all flies out of Naples, a bronze archer which kept Vesuvius in check by threatening it with a drawn bow, medicinal baths to cure all diseases, an aqueduct to take wine from Naples to Rome, and many other wonders.

If we stop to think, aren't some of these details a bit suggestive of some of those in the science fiction of today?

Lands Beyond gives impressive evidence of the power of the human imagination—and of the extent of human credulity. It may send you hunting for neglected masterpieces in its field—for example, Sir Arthur Conan Doyle's *The Lost World*, and *Nicholas Klim*, by Ludvig Baron von Holberg, an 18th Century narrative little known in English-speaking countries, but popular to this day among Scandinavian readers. *Lands Beyond* is very good reading.

If you are a mystery-story fan, probably you have read those great early examples of the form: *The Woman in White* and *The Moonstone*, by Wilkie Collins. If you haven't, don't postpone the pleasure. You have never read a biography of the eccentric artist who was their author, however, unless very recently, for *Wilkie Collins*, by Kenneth Robinson, is the first real biography of one of the most interesting of 19th Century British men of letters. The author was a British insurance broker, later a lieutenant commander in the Royal Navy, and still later a member of Parliament, who became interested in Collins, recognized the need for a good biography—"I began to wonder what kind of man he was," he says—and has written an admirable one.

Perhaps the richest vein in this book of many pleasures is that which fol-



Lands and persons that never were—from Atlantis to El Dorado—are the theme of this book by de Camp and Ley.

Lockhart

BY JANE LOCKHART

Key: Audience Suitability: M—Mature, Y—Younger, C—Children, ★—Of More Than Passing Interest.

Atomic City (Paramount). Gene Barry, Michael Moore. Against factual background, a thrilling chase film presents the F.B.I. pitted against foreign agents who have kidnapped the son of nuclear scientist in effort to extort secret information from his father. **M, Y**

Bronco Buster (Universal). Scott Brady, John Lund. Cocky young rodeo performer learns good sportsmanship the hard way. A billy goat effectively performed story set (in technicolor) in midst of actual rodeo goings-on in various U. S. and Canadian centers. Exciting. **M, Y**

The Denver and Rio Grande (Paramount). Sterling Hayden, Edmund O'Brien. Beautiful scenic background (film was shot in Arkansas River gorges in Colorado) frame story which misses chance to memorialize early railroad building, concentrates on seemingly endless scenes of brawling and violence. **M, Y**

Lovely to Look At (MGM). Kathryn Grayson, Howard Keel, Red Skelton. Musical based on stage production *Roberto* relates how night-club entertainer goes with his pals to Paris to claim dress shop he has inherited, stays on to stage elaborate fashion show that attracts the notice of two feminine co-heirs. A dazzling production that doesn't quite make up in color and splendor of trappings for lack of tuneful spontaneity and verve of the original. **M, Y**

★ Pat and Mike (MGM). Katharine Hepburn, Aldo Ray, Spencer Tracy. Spirited comedy puts upper-class lady athlete under the tutelage of tough sports promoter who guides her to professional success. Real-life sports star appears from time to time in this wittily written and performed tale. **M, Y**

Walk East on Beacon (Columbia). Finlay Currie, George Murphy. Tense spy film directed in documentary style relates F.B.I.'s painstaking stalking of well-entrenched Soviet spy ring seeking to poison U.S. politics by seducing and using native Americans who sympathize with their cause. Hard-hitting melodrama. **M, Y**

★ The Washington Story (MGM). Louis Calhern, Van Johnson, Patricia Neal. Romance in Congressional lobbies, as newspaperwoman tries to prove that youthful lawmaker is incapable of graft, unravels many a clue before love and honesty win the day. Predictable, but pleasant fare. **M, Y**

We're Not Married (20th Century-Fox). Fred Allen, Eve Arden, Eddie Bracken, Paul Douglas, Victor Moore, Ginger Rogers. In episodic fashion, satire comedy reviews how five different couples react to news that legal technicality has invalidated their two-year-old marriages. **M, Y**

lows the course of the relationship between Collins and Charles Dickens, with frequent quotation of the latter's intimate letters. An incident in a French village, when Dickens and Collins were travelling with a third companion, illustrates both the quality of the Dickens letters and Mr. Robinson's own good writing:

It was Dickens himself who ordered three hot baths and provoked the scene described in a letter to his wife.

"Women ran backwards and forwards across the bridge, men bore in great quantities of wood, a horrible furnace was lighted, and a smoke was raised which filled the whole valley. This began at half-past three, and we congratulated each other on the distinction we should probably acquire by being the cause of the conflagration of the whole village. We sat by the fire until half-past five (dinner time) and still no baths. Ever since, the smoke has poured forth in enormous volume, and the furnace has blazed, and the women have gone and come over the bridge, and piles of wood have been carried in, but we observe a general avoidance of us by the establishment which still looks like failure."

For this failure, dinner, consisting of soup, beefsteak admirably cooked, boiled fowl and rice, roast leg of ham, roast leg of mutton, and a pudding served in a blaze of rum, must have afforded some compensation.

Mr. Robinson's work fully proves the view—one I have long held—that well-written biography is delightful reading for its own sake, even if one isn't especially interested in its subject. For the admirer of Collins' work, this volume is a treasure indeed.

• • •

When this book review appears, millions of young people will be starting to school—from kindergarten to graduate college—and parents will be planning with and for them, and coping with practical difficulties of many kinds as best they can. Some parents will be wondering. Not for more than a century, if ever, has consideration of problems and values in education been so widespread (at least in the United States) as it is today. All our educational institutions have come in for criticism, even indictment, in recent years.

Baker Brownell, in *The College and the Community*, is one of the most severe and at the same time one of the most thoughtful of the critics. Himself a teacher in a large university, Brownell sees sheer bigness as a major obstacle to the attainment of what should be the highest objectives in what we call high-

er education. He sees the greatest of opportunities for the small college in the small community—if that college really functions in and for the community, as a part of it. He asks:

Can the college return to the community? Can it help to re-establish American neighborhood life? Can it give to the community at least a small part of the imaginative attention and skilled effort now absorbed by the city? If it can, there may be hope for a better America. . . . The college must return to the community literally and spiritually. We have drifted farther than we know.

I share with Mr. Brownell—as must many Rotarians—the conviction that the small community holds the best hope for the good life and for the nation's welfare. His new book is brilliantly written, like all his others. It presents views that many will find revolutionary, but that will commend themselves upon consideration to those who are community-minded. It should be especially illuminating and stimulating to all who are concerned with higher education in small communities. It deserves—indeed, demands—the careful attention of all who are thinking seriously about educational problems.

Moral and Spiritual Values in Education, by William Clayton Bower, is primarily a concrete report on an experiment in Kentucky public schools in emphasizing the aspects of the educational process indicated in the title. I feel that many school administrators, members of school boards, and others di-

Growing Old

*There is joy in growing older,
Gaining wisdom with the years,
Filling days with work and laughter,
Finding courage for the tears,
Taking time to help another
In a very friendly way
May provide the inspiration
That will brighten someone's day.*

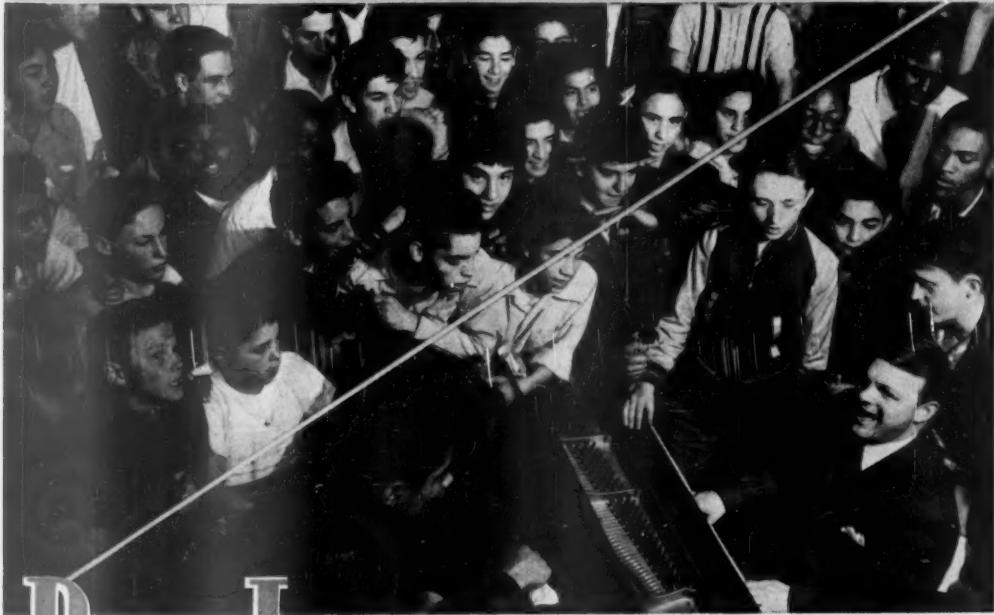
ROTORIAN RAY F. ZANER

rectly concerned with our public schools will find reward in reading this book.

Children and Music, by Beatrice Landdeck, is a readable and, it seems to me, an especially useful and suggestive book, designed for parents and teachers who want to help children toward sound growth in the world of music. It is pleasantly personal and specific, without losing sight of major aims.

Books reviewed, publishers, and prices:
Lands Beyond, L. Sprague de Camp and Willy Ley (Rinehart, \$4.75).—*Willie Collins*, Kenneth Robinson (Macmillan, \$4.50).—*The College and the Community*, Baker Brownell (Harper, \$3.50).—*Moral and Spiritual Values in Education*, William Clayton Bower (University of Kentucky Press, \$3.50).—*Children and Music*, Beatrice Landdeck (Sloane, \$3.50).

Denver lads head straight for manhood via—



Boys, Incorporated—By The Scratchpad Man

HERE are a couple dozen boys in the photo above. Lively, shy, healthy, bright, poor, rich, quiet, boisterous—they symbolize some 8,500 boys of Denver, Colorado, who have been given the right steer by an organization Rotarians started called Boys, Incorporated.

There was Georgie Jones, for instance—he of the bad teeth. So sensitive was Georgie about his teeth that he always spoke with his hand over his mouth. He was shy, withdrawn. Rotarian Wil-

liam Humphrey, a dentist, corrected the condition—and Georgie blossomed with a new self-confident grin.

There was Arthur Richboy, for another example. He had money left to him by his father. Spoiled, willful, and selfish, Arthur had to have his own way. When he didn't get it, he flew into a rage. One day he threatened his mother with a gun, and she turned to Denver Boys for help. There they knew Arthur was mentally sick and in

need of psychiatric care. After months in a hospital he came out cured.

And there was little "Deadeye" (though none of these names is actual, of course). "Deadeye" had a drooping eyelid that made him "look tough," and he worked hard at living up to his name and appearance. After several brushes with the police, he was sent to Denver Boys by the Juvenile Court. There "Deadeye" gave the counsellors a bad time of it, but they helped him by



Is crap shooting "on the sly" good for a community's growing boys . . .

. . . Or is playing football a better way for youngsters to "let off steam"?

This
← or →
This



Photos: left and right: Nealy; (all others: Denver Post)



They meet under the sign on Thirtieth Street, chat with their Rotarian friends, then go up to see a counsellor . . .



. . . At the desk of Don Reed, recreational counsellor, they get a football for the afternoon, then it's out to play . . .



. . . In another room some musically inclined boys see Judge Phillip B. Gilliam, and they get a trumpet to practice on.

getting at the cause of all his trouble: the drooping eyelid. Two operations corrected the eyelid, and a Rotarian sponsor helped him climb into his new "good guy" rôle. . . .

It was Mortimer Stone, new President of the Denver Rotary Club, who met me at the train, and from him and curly-haired Tom W. Ewing, to whom he took me, I began to get the story. Tom, I should explain, is full-time director of Denver Boys, Incorporated. He pulled up a comfy chair for me at the organization's headquarters in the Gilpin School, and I learned that:

—the organization got under way in 1946 through the efforts of the Denver Rotary Club and public-school officials. It soon had the support of the Denver Recreation Department and the State Employment Service.

—it has five full-time counsellors: two educational counsellors provided by the public schools; two employment counsellors furnished by the State; and a city recreational counsellor.

—it receives some \$10,000 annually from the Rotary Club, part of which is used for the salary of a secretary.

—it is organized on a nonprofit basis and is managed by a board of directors composed of 12 Denver Rotarians.

It's chief goal is to help boys *before* they get into serious trouble, and to achieve this the organization provides jobs for boys, directs them into organized recreational activities, helps them with health and educational problems, and gives them sponsors.

To its quarters come small lads and big teen-agers sent by public and parochial schools, welfare agencies, parents, and occasionally the juvenile court. Most bring with them personal problems, while a small number simply want to go to Summer camp. Annually the organization sends 100 boys to camp, with parents sharing the cost.

When a boy comes in with a money problem, such as funds for clothes or to relieve financial pressure at home, a full- or part-time job is sought for him.

Many boys are placed in a local candy factory, others are found jobs as bus boys, janitors, dishwashers, soda mixers, and store clerks.

All of this is a job-placement service, but with this difference: job training is emphasized, and after a boy is placed he is not forgotten. Employers are called to find out how the boys are doing, and as a result the turnover rate among them is kept exceptionally low. To date the organization has provided some 5,500 full- and part-time jobs, and annually it holds a "Career Day" that brings men from many industries and professions to counsel boys.

In the recreational field, the counsellors encourage boys to spend their leisure time more profitably by steering them into the Boy Scouts, YMCA, and community-center programs.

In a talk with Dr. Ivan Philpott, who heads the Rotary Medical Aid Committee, I learned that psychiatric problems and many physical ailments are regularly taken care of by Rotarian doctors.

There are times, of course, when a boy comes in with no physical troubles, but plenty of emotional ones. In these cases it is often found that such boys need nothing more than someone to take an interest in them. When that is so, the organization's sponsor program goes to work. Every Denver Rotarian stands ready to act as a sponsor, and when a member takes a boy "under his wing," he gives him not only companionship and counsel, but frequently employs "his boy." So far, some 200 lads have had the benefit of sponsors, the majority of whom have been Rotarians.

To help boys over hurdles in the process of growing up, the Denver Club does more than sponsor Denver Boys, Incorporated. It also gives leadership to three Boy Scout troops, and has kept some 2,000 boys in high school by awarding them scholarships.

Are Denver boys happy about all this? See for yourself in the photos on these pages.

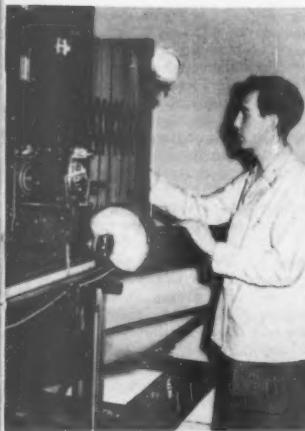
—YOURS, THE SCRATCHPAD MAN



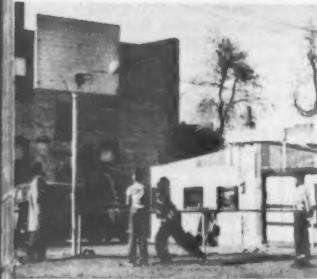
Fellowship runs high between a sponsor and his boy as Rotarian Harry Dowson and little Freddie Cole load up the car for a trip to the mountains.



Having a man-to-man talk here are Rotarian Roy Higson, treasurer of Denver Boys, Inc., and a youth who has come to him with a problem.



Boys need jobs and more than 5,000 have been provided. Some work behind soda fountains after school; others learn a trade, such as operating a photostatic machine (left). . . . At right, Rotarian Corbin Douglass talks about aviation.



Through a "Lots for Fun" program, many an unused area is turned into an athletic field. Here is one for basketball. . . . For sports-minded boys, Rotarian Bob Howsam (right), professional baseball manager, shows how to handle a ground ball.



Dinner with the Marshalls is enjoyed by Emmett Anderson, whose sponsor is Rotarian Brandon Marshall. It's a frequent occasion.

'Thanks' says Kalle to Walnut Grove Whether any Rotarians of WALNUT GROVE, CALIF., attended the recent Olympics in HELSINKI, FINLAND, is not yet known, but if any did they certainly visited, or stayed with, the family of Kalle Koski on the Island of Suomenlinna. For Kalle Koski is a long-time friend of WALNUT GROVE Rotarians—a friendship that dates back to 1948 when the California Club sent the Koskis and their seven sons many food parcels, blankets, sheets, and several hundred pounds of clothing. Later, Past District Governor Frank E. Judy, of WALNUT GROVE, visited the Koski family and further

merce and industrial leaders. An additional \$150,000 was needed before the stadium was finished, and that was obtained through a bank loan. The sports field has been in use now for some time, and the DAYTON Club is looking ahead to improvements for it.

Memory of Will Rogers Lives On

For thousands of students in Oklahoma schools, the homely philosophy of America's late beloved humorist Will Rogers is being used to teach some valuable lessons for daily living. It's a Rotary project that had its start in the mind of Past District Governor John R. Riley, of Oklahoma City. An admirer of the famous Oklahoma lariat-twirler, Rotarian Riley wanted to make students better acquainted with Rogers' life, and to do so he decided to present to Oklahoma schools a picture of a little girl looking up at a statue of Will Rogers in the Rogers Memorial at Claremore, Okla. With the cooperation of J. Burr Gibbons, TULSA Rotarian, 200 lithograph prints were made. The first was presented to the Rotary Club of WILL ROGERS (TULSA), OKLA., for later presentation to the Will Rogers High School.



Photo: Sesey

Speed typists? No, these girls are patients at the Kessler Institute for Rehabilitation in West Orange, N.J., and they are retraining damaged muscles with typewriters presented to the Institute by the West Orange Rotarians.

cemented the friendly ties. In a letter to Rotarian Judy prior to the Olympic games, Mr. Koski extended the following invitation: "We have in Helsinki so few hotels that about 35,000 tourists for the Olympics must be billeted with private families. We reserve our home for you and other Rotarians of WALNUT GROVE and their children."

Dayton Sparks a \$400,000 Drive How do community projects get a start? Many ways—but behind most beginnings is an individual or organization that took the first step. It was that way in DAYTON, OHIO, when the need for a high-school athletic stadium became pressing. For a while the University of Dayton permitted high-school games to be played on its field. Then it was felt that if the DAYTON Rotary Club would take the first step toward raising funds for a new stadium, other organizations would soon lend their support. And that's just the way it worked out. An estimated \$400,000 was required, and a city-wide campaign to raise the money was begun by the Club. Soon cooperating were the local Chamber of Com-



Photo: Senior

Having their "bikes" equipped with strips of luminous tape for night-riding safety are these young cyclists of Ocean City, N.J. It was done by local Rotarians for some 300 boys and girls on two successive Saturdays. At right is R. C. French, 1951-52 Club President.

Latest reports placed the total picture distribution at over 200, with Rotary Clubs throughout Oklahoma participating. In addition to learning about Will Rogers, the students are also learning much about Rotary Clubs.

Johannesburg Eyes the Future Going forward in JOHANNESBURG, SOUTH AFRICA, are some big plans for youth, and steering the plans are many organizations, including the Rotary Club of JOHANNESBURG. The goal is to establish a Youth Leaders' Train-

ing Center open to all local youth organizations. The plan has the support of Rotary Clubs throughout South Africa. Guiding the training center will be six representatives nominated annually by the JOHANNESBURG Club, in addition to others nominated for their special interest in youth work. One of the first steps taken was the employment of a trained youth leader from Scotland, who began by making a survey of the needs of youth in the area.

Salem Tightens Greek-U. S. Bonds

Two groups of men, thousands of miles apart, sat down at their respective Rotary Club meetings not long ago and demonstrated how international understanding can be furthered by individual action. One group was the Rotary Club of SALEM, OREG., the other the Rotary Club of SALONIKA, GREECE. Each honored the other on occasions less than a week apart. It all grew out of the SALEM Club's hospitality to a visiting SALONIKA Rotarian and an exchange of correspondence that followed. Recently, when SALEM honored Greek-American guests at a meeting, the SALONIKA Club arranged a meeting to honor SALEM. In SALEM the Greek national anthem was sung and the featured speaker was an officer of a Greek-American organization. In SALONIKA the Mayor and U. S. Consul General gave addresses to an audience that included many American citizens. In summing up the meeting, the Greek Club's Vice-President remarked, "We are grateful to our fellow Rotarians of Salem . . . and we are sure that similar contacts will cement better relations between our countries. . . ."

Raise \$1,200 Plus 10,000 Laughs!

Dollars can be counted to measure the financial success of a Rotary-sponsored musical show, and in the case of a three-night entertainment recently presented by the Rotary Club of MADISONVILLE, KY., the figure reached more than \$1,200. Much fun and laughter were provided, too, and it



Photo: Rotarian Don W. Siebler

When the basketball season ended not long ago, Hannibal, Mo., had a championship team to be proud of. The local junior-college team had won two tournaments, and the Rotary Club honored the players at a meeting. Here J. L. Freiling, 1951-52 Club President, congratulates a player, while college dean Rotarian H. S. Higdon watches.

could be conservatively estimated that the 2,800 persons who saw the show expressed their enjoyment with 10,000 separate laughs, more or less. Part of the performance was a "womanless wedding" in which Rotarians played all the parts. A portion of the proceeds was contributed to the Rotary Foundation, thus making MADISONVILLE a 100 percent Club, and the remainder will be used for community-betterment activities.

They'll Be Ready If They're Called One question on the minds of many U. S. youths today is, "What can I do to prepare myself for military service?" In GLASGOW, KY., the Rotary Club provided local youth with some of the answers when it sponsored the showing of a series of films entitled "Getting Ready for Service." Screened in the auditoriums of five high schools, the 14 films were exhibited each week as a part of the schools' regular programs. Club members handled the delivery of the films to the schools.

Any Scrap Today? Factories, back yards, attics, and basements were recently cleared of metal scrap by a campaign conducted by the GLOVERSVILLE, N. Y., Rotary Club. Knowing the need for iron, steel, copper, and other metal waste for reclamation by U. S. mills, the Club placed 40 barrels at key locations for collecting deposits, and also arranged to call for heavy items at the homes of the donors. Donations ranged from washing machines and stoves to roaster covers and toys (see cut). From the sale of the scrap collected, the Club had realized some \$200 at the time this project was reported. The money is used for Community Service activities, such as the purchase of an incubator for a hospital (see cut).

65 and Over, but Busy As Can Be! Now three years old is the Old Timers Club of NEW LONDON, CONN. It is sponsored by the Rotary Club of NEW LONDON and has about 100 members whose ages range from 65 to 93. When the group was first organized, it attracted some 20 oldsters, who met at the local community center. Today it has grown to the aforementioned figure, and meets one afternoon a week. In addition to card games, movies, and musical programs, its members arrange lectures, lift their spirits

with group singing, and go on picnics. Not long ago an especially happy occasion took place at the Old Timers meeting room. It was a wedding of two of its members, aged 82 and 83. All arrangements for the ceremony were made by the Rotary Club.

Boonton Ready for Emergencies When residents of BOONTON, N. J., need emergency medical care, they get it as quickly as possible—thanks to the local Rotary Club and some fine cooperation on the part of local physicians. It's all the result of a plan initiated by the Club. It works this way: To handle emergency calls between the hours of 7 P.M. and 8 A.M., five of the younger local doctors constitute an emergency panel. Each is assigned one night a week to answer all emergency requests whenever the patient's regular doctor is unavailable. To make such a system possible, the Club set up a telephone message service for contacting the physicians according to prearranged schedule. The phone service prepares the duty schedules and sends them to the doctors, the local telephone office, and the police department. Older physicians in the community also assist the younger doctors in the plan.

All-Star Cast from Many Nations In DRUMHELLER, ALTA., CANADA, are people of many nationalities. Thus, when the Rotary Club there decided to produce an amateur show with an international flavor, it wasn't long before the performers in the cast represented 15 different nations. Called an International Amateur Talent Show, it was presented on two successive evenings to capacity audiences. Its 60 entertainers dressed in costumes of their native countries, and winners in various individual and group contests were adjudged by an



Photo: Aruba Echo News

Standing on the island of Aruba in the Netherlands West Indies is this three-ton monolith erected by the Aruba Rotary Club and dedicated at a District-wide meeting (see item). Shown at the dedication is Percy Hodgson, of Pawtucket, R. I., Past President of Rotary.

applause meter. Net results of the show were reported as being threefold: it helped in the development of amateur talent, furthered the townspeople's knowledge of Rotary, and provided funds for Community Service work.

Rotary Rock Is Ages Old

Rocks whose ages can be estimated only in terms of billions of years exist in great numbers on the island of ARUBA in the Netherlands West Indies. Huge monoliths of varying shapes and sizes, they are composed of diorite, a type of stone closely resembling granite. When the ARUBA Rotary Club decided to erect a Rotary monument in its community, Club members began a search for a well-proportioned, easily transported monolith on which a Rotary wheel and bronze plaque could be affixed. After they combed the island for weeks, a rock was found outside the capital of ORANJESTAD. Four feet wide and ten feet high, the three-ton monolith was hauled to the street intersection where it was to stand as the "Rotary Column." With a Rotary wheel on its peak and an inscribed plaque on its side, the ageless rock was unveiled (see cut) recently before many Rotarians of District 113.

Clubs Work for Youth

A "doodlebug" derby . . . the purchase of baseball equipment . . . a symphony concert—these are some of the ways that Rotary Clubs have recently been working for youth. The "doodlebug" derby was co-sponsored by the PITMAN, N. J., Club for boys in the 10 to 14 age group. The boys made their own "soapbox" racers for the speed tests. . . . Honored at a meeting of the Rotary Club of COLUMBUS, IND., were athletes and coaches of



Heaped high with scrap metal is one of 40 barrels distributed by the Rotary Club of Gloversville, N. Y., during its "scrap for defense" drive (see item). . . . (Left) An incubator purchased with scrap-drive funds is presented to Gloversville hospital.



Photo: Gloversville Leader Republican



Caught in mid-air was this broad-jump contestant during the Hanford, Calif., Rotary Club's annual track meet for elementary-school students. Some 300 athletes took part in the events, and awards were presented to the winners. The Hanford Club also sponsors a Little League baseball team in its community.

a local high school. Golfers, baseball players, track men, and tennis stars were introduced. The Club recently purchased \$50 worth of baseball equipment for the players.

Symphony music was recently brought to school children in LEAKSVILLE-SPRAY, N. C., when the Rotary Club sponsored a one-day drive for funds that raised \$500 for the appearance of the North Carolina Symphony Orchestra. The musical performance would have been cancelled had it not been for the Rotary Club's swift action. Also in LEAKSVILLE-SPRAY, a two-day youth conference was held, with the local Club acting as host to out-of-town boys. It was a county-wide meeting participated in by the North Carolina Clubs of DRAPER, STONEVILLE, MAYODAN, MADISON, and REEDSVILLE. Held for junior and senior high-school boys, the conference theme was "Positive Faith for the Future."

Boys and Girls Week in WILSON, OKLA., was high-lighted by a two-hour visit of Rotarians to the classrooms of the local high school. During their visit Club members passed out folders containing Rotary's four avenues of service and ways that students could apply them to their daily lives.

A Bank Note about Cleveland Learning about the other fellow's business or profession is a part of Rotary's Vocational Service program, and that was the aim of the Rotary Club of CLEVELAND, OHIO, when it recently observed "Federal Reserve Bank Day" at a meeting. High light of the program was the showing of a 22-minute film entitled *A Day at Federal Reserve Bank of Cleveland*. It took Club members on a camera tour of all departments of the bank.

The Beaches Fêtes In ST. PETERSBURG, FLA., are some fifth and sixth graders banded together as the Four Square Club. They hold meetings somewhat along the lines of Rotary meeting, and their reason for doing so is that they are sponsored by the GULF BEACHES Rotary Club. Recently the two clubs held a joint meeting attended by some 65 grade schoolers and about 40 Rotarians. The boys conducted a large part of the

affair, and the two presidents alternated on the rostrum. The Rotary Club presented honor ribbons to boys chosen for their outstanding conduct, courtesy, good sportsmanship, and loyalty for the preceding month.

Good Deeds Give Scouts a Boost Doing good deeds for others is a part of the Scouting program, but in many Rotary communities the Scouts have the good deeds done for them. It was that way recently in ATLANTIC CITY, N. J., when the Rotary Club enriched the coffers of the local Girl Scout Council by \$1,300. The money was raised by a Rotary-staged musical show that featured an all-Rotarian cast. The donation was to be used by the Scout Council for establishing a Girl Scout camp for 43 troops in the area.

Sponsored by the Rotary Club of HUNTINGTON PARK, CALIF., is not one Scout troop, but several. The facts are these: The Club sponsors two Boy Scout troops, one Cub pack, two Camp Fire Girl groups, and two Girl Scout troops. Recently the Club added new "good turn" to its Scouting activities. In co-operation with a local automobile dealer and the Kiwanis Club, it presented a 1/2-ton truck to the Big Horn

Scout camp at Lake Arrowhead. The truck was needed for hauling supplies into the camp's backwoods area.

Feted at a meeting of the LAKE ORION, MICH., Club recently were 28 Boy Scouts and their Scoutmaster. The boys gave their hosts a better understanding of Scouting by demonstrating some of the work they do as Scouting. . . . To enable two Girl Scouts to attend a summer camp, the Rotary Club of PORTSMOUTH, VA., expended \$70 to cover their camping costs.

Fairborn Throws Light on Issue "There are two sides to every question" is an adage known to all, and the Rotary Club of FAIRBORN, OHIO, recently gave a practical demonstration of its usage in considering controversial public questions. Aware of a growing sentiment in FAIRBORN for the building of a public library, the Club decided to debate the question of whether or not the community should accept Federal funds for the construction. The affirmative side was presented by three Club members, as was the negative view. The negative side won the debate by a vote of 25 to 6. The debate was later recognized on the floor of the U. S. House of Representatives and inserted in the *Congressional Record*.

'Special Subscription' Scoreboard

55 Clubs are 100 percent in sending this Magazine to others.

To SPREAD the application of Rotary principles wider, many Clubs "take Rotary" into non-Rotarian circles. Some do it by inviting entire communities to participate in a Club project, others by encouraging members to be active in trade and professional associations. Still others—and they number more than 4,000—enlarge Rotary's sphere by sending this Magazine and/or its Spanish-language edition, REVISTA ROTARIA, to schools and libraries, clergymen, authors, Government leaders, honorary Rotarians, non-Rotarian speakers, medical and dental offices, and even barber shops. These are known as "Special Subscriptions" and are provided as gifts by Clubs and individual Rotarians. Those sent to other lands are called "International Service Subscriptions." Many Clubs in the United States and Canada are 100 percent in this activity—that is, they average one of these subscriptions for each member, excluding regular subscriptions for active members. In this 100 percent group are Clubs that average two, three, and four "Special Subscriptions" for each member. Topmost on a per capita basis is the Rotary Club of Vernon, Calif., with 80 members and 259 subscriptions. Next is Rockford, Ill., with 151 members, 462 subscriptions. McKees Rocks, Pa., is third with 53 members, 139 "specials." Among the smaller Clubs is Pineville, Ky., which donates 20 subscriptions, though its membership is only 17. A Club that lost no time in joining the 100 percenters is Port Credit, Ont., Canada. Organized only a few months ago, it now sends 28 gift subscriptions out of a membership of 27. As of June 30, the following Clubs were 100 percent:

Bayonne, N. J.	Grosse Pointe, Mich.	North Arlington, N. J.
Belleville, N. J.	Hawthorne, N. J.	Palmer, Mass.
Bergenfield, N. J.	Highlands, N. C.	Paramus, N. J.
Boynton Beach, Fla.	Ingram, Pa.	Park Ridge, N. J.
Darby-Lansdowne, Pa.	Kew West, Fla.	Pineville, Ky.
Daytona Beach, Fla.	La Ferla, Tex.	Port Credit, Ont., Canada
Delray Beach, Fla.	Laredo, Tex.	River Edge, N. J.
Dunsmuir, Calif.	Lorraineville, Pa.	Rockford, Ill.
Durand, Mich.	Lodi, N. J.	Rutherford, N. J.
East Orange, N. J.	Maywood, N. J.	Southington, Conn.
East Princeton, N. J.	McKees Rocks, Pa.	South Side (Pittsburgh), Pa.
East Pittsburgh, Pa.	Mercedes, Tex.	Tarentum-Breckenridge, Pa.
Fair Lawn, N. J.	Miami Beach, Fla.	Teaneck, N. J.
Forest Hills, Pa.	Midland, Mich.	Union City, N. J.
Garfield, N. J.	Monrovia, Calif.	Vernon, Calif.
Gilmer, Tex.	Murrysville-Export, Pa.	Watertown, Mass.
Glassport, Pa.	New Brighton, Pa.	West Orange, N. J.
Glen Park (Gary), Ind.	Newton, N. J.	Whippany, N. J.

ord. In presenting both sides of the issue, the FAIRBORN Club supported Article IX of the Standard Club Constitution in its recommendation that public questions "may be fairly and intelligently studied and discussed before a Club meeting for the enlightenment of its members in forming their individual opinion."

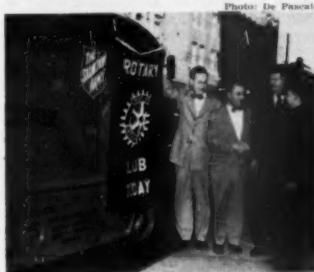
'Y' Work Holds Top Spot Here Now open in EDMONTON, ALTA., CANADA, is a \$500,000 addition to the YMCA building. The new wing houses improved facilities for almost every department of the "Y," and to make it all possible the EDMONTON Rotary Club joined a community-wide effort to provide the needed funds. The lounge of the new structure, however, is a feature the Club can point to with special pride, for it furnished the room at a cost of \$2,000. Rotary support for "Y" activities is not uncommon in EDMONTON. For years the Club has provided funds for sending underprivileged boys to the "Y" camp, and Rotarians have filled several YMCA administrative offices.

Coöperation Is the Byword Here! Along the Hudson River on the New Jersey side are six neighboring communities united by what is called the North Hudson Service Clubs Council. It got its start when the Rotary Club of UNION CITY, N. J., invited service clubs in the five other towns to join forces in a common agency. All were for it, and in the Council are three Kiwanis Clubs, two Lions Clubs, and Exchange and Optimists Clubs, in addition to the UNION CITY Rotary Club. The goal of the group is to carry out one joint civic project a year, the first of which was the presentation of a mobile canteen to the Salvation Army (see cut).

Promote Safety? Here Are Ways! Safety is the aim of many Community Service programs undertaken by Rotary Clubs, as these recent examples show. In EL MONTE, CALIF., the Club is helping to promote traffic safety through the use of a

Magnaboard—a magnetized board on which miniature vehicles and pedestrians can be moved in all directions from behind the board. Purchased by the Club for use in connection with traffic-safety talks and demonstrations, the board has been made available to other local organizations.

Though the Rotary Club of GLEN PARK (GARY), IND., encourages its members to be safety-conscious the year 'round, it recently accentuated safety with a month-long program that was city-wide. To remind motorists of the grimness of accidents, a wrecked automobile was placed at a busy intersection and warning placards displayed. A contest was also sponsored in local schools for placards that best conveyed



Behind this presentation of a mobile canteen to the Salvation Army is a story of how service clubs in six adjacent communities are working together for the benefit of all (see item). One of the Clubs is the Union City, N. J., Rotary Club whose 1951-52 President, W. G. Fiedler (second left), is participating in presenting the canteen.

the need for safety on the streets. Each GLEN PARK Rotarian wore a safety emblem during the month. Assisting in the project was the Rotary Club of GARY, IND.

In the planning stage when it was noted was the safe-driving contest and safety-sign program of the Rotary Club of ST. MARYS, PA. Under way was a contest for safety limericks being participated in by high-school students. The limericks were to be painted on highway signs to be erected by the Club on roadways approaching the city. It was planned to use a night-glowing paint for visibility after dark.

Bidder Gets the Bird for \$15.25 In Pennsylvania's Carbon County a group of farm youngsters make up the 4-H Capon Club. It brings together boys and girls who specialize in raising and dressing capons. Recently these capon experts had an opportunity to display their dressed birds when the LEHIGHTON, PA., Rotary Club sponsored a capon roundup. Fifteen 4-H'ers submitted two dressed capons each to be judged by a poultry authority. The winning birds were auctioned to the highest Rotarian bidders. The first place bird (see cut) drew a top bid of \$15.25. All other nonwinners were sold to Club members for 75



Champions at raising capons are these three 4-H Club members shown at a capon roundup sponsored by the Rotary Club of Lehighton, Pa. (see item). Rotarian Mahlon Kistler (second left) auctioned off the birds to his fellows.

Flames...Faith and a Farmer

WHEN World War II ended and the U. S. Army no longer needed him, Fred Gunn, of New Milford, Pa., doffed his major's uniform and went back to his dairy farm. Soon he had his business going in high gear. Then disaster struck. His barns and 37 head of livestock were destroyed by fire. The future looked black as charred timber to the returned soldier, but he reckoned without the help of his neighbors.

The New Milford Rotary Club spearheaded a community-wide drive to put him back in business again. Several other local organizations and many hundreds of townspeople joined the campaign—an undertaking they called "Operation Rebuild." Money started to come in for the "dairy fund," and workmen offered to toil without pay.

Actual work got under way when volunteer woodsmen felled trees for two local sawmills to cut into lumber. Cinder blocks were donated, and builders began working with their hammers and saws. When it was all finished, Dairymen Gunn had a modern electrically wired barn, new dairy machinery, and another herd of cattle—all worth \$15,000.

Yes, a Pennsylvania "vet" is back in business again because some Rotarians in New Milford refused to let a neighbor fight his way back from disaster alone. As for the veteran, it has meant more to him than a fresh start. It has meant, too, a renewal of faith in human nature on which he could not possibly place a dollar value.





Looking for night crawlers? No, these Upper Sandusky, Ohio, Rotarians are busy planting some 2,000 pine seedlings to beautify land surrounding a local hospital. The tree planting is part of the Rotary Club's community-betterment plans currently under way.

cents a pound. Contestants received the money paid for their birds. A portion of the meeting was devoted to talks by the youths on capon raising.

Cheltonians Add New Global Ties Often does a Rotary Club receive gifts on its charter night from other Clubs near-by, but the CHELTENHAM, PA., Rotary Club's recent charter night brought a gift from overseas. It was a plaque sent by the Rotary Club of CHELTENHAM, ENGLAND. Long before the charter night, however, the neighboring Rotary Club of JENKINTOWN, PA., had begun friendly relations with the British Club. When the Mayor of Britain's CHELTENHAM attended the 260th anniversary of the founding of Pennsylvania's CHELTENHAM, the JENKINTOWN Club entertained him, and later exchanged some 45 letters and dozens of greeting cards with the British Club. Recently when the manager of CHELTENHAM, PA., left for England, he carried with him a handsome clock, a gift from JENKINTOWN Rotarians to their British friends. When he returned, he brought the charter-night plaque sent by the Britons and a world globe they also sent to the JENKINTOWN Club.

25th Year for 18 More Clubs September is silver-anniversary month for 18 more Rotary Clubs. Congratulations to them! They are: Tryon, N. C.; Wadesboro, N. C.;



For some 2,000 people of its adopted village of Gangarampur, the Rotary Club of Calcutta, India, erected this cottage primarily to provide medical service. A night school for adults also started at the cottage shortly after the dedication ceremonies pictured above.

Aarau, Switzerland; Moss Point, Miss.; Denton, Md.; Wollongong, Australia; Punta Arenas, Chile; Traiguén, Chile; Cuzco, Peru; Osorno, Chile; Hendersonville, N. C.; Woolwich, England; Prestatyn, Wales; Göteborg, Sweden; Springfield, Vt.; Morrisville, Vt.; Lee, Mass.; Oruro, Bolivia.

Though saddened by the death of its first President just two weeks before its silver-anniversary celebration, the Rotary Club of BALDWIN PARK, CALIF., went ahead with its original plans to honor the Club's charter leader at the gathering. Present were members' ladies to hear high lights of the Club's history reviewed.

When the Rotary Club of EAST ST. LOUIS, Mo., marked its 35th year, there could be counted at the meeting 16 Past Presidents and five charter members.

The 20th-anniversary celebration of the Rotary Club of LAKE MAHOPAC-CARMEL, N. Y., had as its featured speaker the well-known American author Rex Stout. Honored on the occasion were three charter members, one of whom is Samuel J. Hickman, Governor of District 255.

As honored guests at the 35th-anniversary meeting of the Rotary Club of CHESTER, PA., were individuals of the various projects in which the Club has interested itself through the years.

A handsome 24-page booklet was published by the Rotary Club of GRAVESEND, ENGLAND, on the occasion of its 25th birthday. Included in its pages were photos of the Club's Past Presidents and a *résumé* of the Club's growth and activities.

Courtesy Spurred by Letter Contest For seven years a courteous relationship between clerks and buyers has been encouraged—and rewarded—in HUNTINGTON PARK, CALIF., through the local Rotary Club's "Courteous Service" contest. Each year, it was reported, both salespeople and shoppers look forward to the contest, and local newspapers give it considerable publicity. It's a letter-writing competition that works this way: The Club offers a weekly prize of \$5 to shoppers who write winning letters on "Why I Like to Shop in HUNTINGTON PARK." The letters must not go beyond 150 words, and should relate a particular instance of courtesy that the writer experienced. Besides awarding \$5 to the letter writer, the salesclerk named in each winning entry also receives \$5. The grand prize for shopper and clerk is a \$25 U. S. Savings Bond, plus round-trip plane tickets to SAN FRANCISCO, CALIF.

Rotary World Gains 25 Clubs Rotary has entered 25 more communities in countries around the globe. Welcome to them all! They are (with their sponsors in parentheses): Morolson (Celaya), Mexico; Porto Alegre Norte (Porto Alegre), Brazil; São Mateus do Sul (Canoinhas), Brazil; Promissão (Lins), Brazil; Itapetininga (São Roque), Brazil; Hagen/Westf. (Es-

sen), Germany; Mercaram (Mysore), India; Nazareth (Jerusalem), Israel; Eupen-Malmedy (Verviers), Belgium; Chalons-sur-Marne (Reims), France; Johone Bahru (Singapore), Malaya; Ludhiana (Patiala), India; Cavite (Manila), The Philippines; Barchem (Hengelo), The Netherlands; Nahariya (Haifa), Israel; Northcote (Melbourne), Australia; Arlon (Gand), Belgium; Govan (Glasgow), Scotland; Herlev (Amager), Denmark; Seaside (Montgomery), Calif.; Ramsey (Oakland), N. J.; El Segundo (Manhattan Beach), Calif.; Antwerp (Carthage), N. Y.; Falls Church (Arlington), Va.; Duarte (Aracatia) and El Monte, Calif.

Elysbury Adds a Chinese Touch It was a mythical trip to China that the Rotary Club of ELYSBURG, PA., took not long ago when it met at the home of a clergyman who served many years in that land. Cantonese food was enjoyed for luncheon,



Built especially for transporting spastic children are these two buses purchased with funds raised by the Rotary Club of Fortitude Valley, Australia, and other local organizations. Before the buses were available, Rotarians drove the children between their homes and a near-by spastic center. Each bus cost £1,500. The Club has under way a campaign to raise £100,000 to expand the center and provide new facilities.

and knives and forks gave way to chopsticks. Some of the members donned Oriental attire for an added note of realism.

This History Worth Repeating While making plans for 1952-53, the Rotary Club of CALIFORNIA, PA., took a look at its record for 1951-52, and came up with an impressive list of activities. Club Service included a family picnic and the hosting of five Rotary Clubs. Under Community Service the Club sponsored a fair that netted \$1,400, half of which was distributed among Boy Scout troops. Also held was an "Appreciation Night" for local firemen, councilmen, and other municipal employees, and a Halloween parade and Christmas party for children. Vocational Service was highlighted with a number of classification talks by Club members, while International Service featured a relief project for flood victims of Italy's Po Valley, several informative programs about other lands, and a toast to STOCKPORT, ENGLAND.

BY THE WAY

ABOUT PEOPLE AND EVENTS

WHAT, NO MUSIC? The infinite variety of ways Rotarians devise to do things has been expanded in Towson (Md., USA). There instead of the old one-two report from the Nominating Committee, "LAUREATE PHIL" presented the slate in verse. Here's a sample:

We met and chewed the fat awhile,
Then to our task to make some vile,
For you to vote upon. But wait,
We must remind you that you can,
Right from this floor, name any man
You think is better fit.
The kind of work that here is store,
For those whose fortune it may be
To serve to July, 'fifty-three.

P.S. The Committee's nominations won unanimously.

WILL IT HAPPEN TO US? Here's a statement to make you think:

"Every great movement seems in the end to lose the simplicity and sincerity of its first enthusiasm and to run out miserably into formalism, vulgarity, and apathy."

(It's set off in quotation marks in the Bulletin of the Rotary Club of Te Awa-mutu, New Zealand, but no source is given . . . nor comment.)

Could it apply to Rotary, which will be 50 years old in 1955?

Not if fellowship-cum-classification is the fount of perpetual youth we think it is. . . . It was PAST PRESIDENT WILL R. MANIER, I believe, who once said:

"If Rotary did nothing more than hold weekly meetings at which its members are inspired through good fellowship and contact with others to carry on in life in a bigger and better way in service to others, that one result alone would justify its existence."

TRIBUTE. SENATOR ARTHUR H. VANDENBERG was an active Rotarian in Battle Creek (Mich., USA) for many years. That's a point that lends special pertinency to this recent appraisal by Illinois' Senator PAUL H. DOUGLAS:

As Vandenberg came to care less and less about his own fortunes and as his subordinated narrow party advantage to the national interest, his influence and usefulness increased. Those who doubt the reality of power in politics could do well to ponder this modern example of the old truth that he who would lose his life will ultimately find it.

WRONG NUMBER! Just about everybody in Ottawa (Ont., Canada) chuckled when the *Journal* reported in

a cartoon a news story a mistake made by a coal trucker. He dumped five tons of black diamonds through a window leading into a chrome-and-chrome beauty salon! The erring



deliveryman was an employee of PERCY HARRIS—so when the Ottawa Rotary Club next met, PERCY expected to be chafed a bit. He was. EDIE CHARLESTON, then the Club's President, pinned on PERCY a big and very red rose for supplying "the most newsworthy story of the week—a coal wave!"

RE: THAT SHADOW. Remember the illustrative anecdote about the woman's tart comment on a painting? "I never saw a purple shadow," she sniffed. The artist replied, "Don't you wish you could?"

I don't care about the woman. But who was the artist? MAXFIELD PARISH got the first nod, then the honors were shifted to JAMES ABBOTT MCNEILL WHISTLER. But now it appears the credit belongs not to an American but to an Englishman, JOSEPH MALLORD TURNER, and the reference was to sunsets, not purple shadows. Thanks, WILLIAM J. NEWLIN, of Amherst (Mass., USA).

Anyway, it's still a good story. In fact, it brings up another one that former ROTARIAN MALCOLM W. BINGAY, Detroit (Mich., USA) newspaperman, used to tell. It's about a millionaire who made his fortune far from the world of culture and an artist (no name this time, please) whose way of life left him with a poor Retail Credit Bureau rating. The millionaire late in life bought a famous painting.

"And to think," he kept telling his friends, "I own it!"

"Yes, you own it," the artist, who had wearied of the gloating, told him. "You own it because your money paid for it. But I possess it because I understand it. Every good picture on every wall of every art gallery is mine as long as I can feast my eyes upon it. And so, you are poor while I am rich."

OLD CUSTOM DEPT. NO. 10. If you stretch a point and include Alaska and Hawaii, the Chicago (Ill., USA) Rotary Club has an idea good for garnishing weekly meetings for one year (allowing for Christmas and election time). It's a three-minute "Salute to the States of the USA." Speakers preferably half from the State they saiaam—and with 643 members to draw from, Chicago seldom has to bring in a ringer.

TOP IT? Is there in the whole Rotary world a Club the size of Alexandria (La., USA) that has elevated more than 17 members to senior active status? It did that in an appropriate ceremony—led by

PAST DISTRICT GOVERNOR RICHARD L. CROWELL, one of the 17. With almost a fifth of its members now senior actives, Alexandria has opened the way for new and youthful blood.

GET YOUR PENCIL. There are 7,585 Rotary Clubs around the world. They meet 52 times a year, presumably. That's 394,420 programs. Deduct, say, 10 percent for nonspeech programs and you have 354,978—which is a lot of oratory!

WAYWARD NOTES. When HAROLD T. THOMAS, of Auckland (New Zealand), was in Texas, he heard quite a bit about Texas, naturally. Then he told his whopper—which is quite true—that New Zealand has the highest density of Rotary population in the world (one per 549 persons). Whereupon Rotarians in San Antonio saluted him like a kinsman and

QUOTE OF THE MONTH

IF MEN use their liberty in such a way as to surrender their liberty, are they thereafter any less the slaves? If people by a plebiscite elect a man despot over them, do they remain free because the despotism was of their own making? Are the coercive edicts issued by him to be regarded as legitimate because they are the ultimate outcome of their own votes?



—Herbert Spencer (1820-1903)
English Philosopher

made him "an honorary Texan." Probably gave him a 12-gallon hat. . . .

"The man who pokes fun at a woman trying to drive through an eight-foot garage door usually sobers up," opines JOE HIRSCHINGER, of Quincy, (Ill., USA), "when he tries to thread a needle." . . . "Bau" BRUNNIE has been a Rotarian since 1908. That's 44 years—and a record among the men who've been elected President of Rotary International. . . .

Back in 1918 THE ROTARIAN fell for simplified spelling—for a while. Pages glowed with such words as "thoro" and "Xmas" and "askt". . . . That raise in Rotary per capita tax from \$4.50 to \$6, voted at Mexico City, was the first since 1926. Guess Coca-Cola and chewing gum are the only things that haven't gone up since then. . . .

How'd you feel if you drove 75 miles to give the best part of your day to speak to a Rotary Club—then had a squad of your hosts duck out after eating? . . . Bored with crowds? Cannibals get fed up with people too. . . .

—THE SCRATCHPAD MAN

Reporting: Board Action . . . Committees

WITH 12 of its 14 members from eight different lands present, the Board of Directors of Rotary International for 1952-53 met recently to consider a long agenda of administrative problems and proposals. Some of the decisions follow. The Board:

Appointed as members of the Executive Committee PRESIDENT H. J. BRUNNIE, THIRD VICE-PRESIDENT CLAUDE W. WOODWARD, and DIRECTORS P. HICKS CADLE, THOMAS H. CASHMORE, and STANLEY SPURLING.

Approved and ratified the designation of ARTHUR LAGUEUX as Chairman of the Rotary Foundation Trustees and the appointment of FRANK E. SPAIN as Trustee for a term of five years beginning July 1, 1952.

Authorized the President to appoint (a) four separate regional extension Committees, (b) a coordinating worldwide extension Committee, (c) an international student exchange Committee, and adopted terms of reference for the functioning of these Committees.

Agreed that constant emphasis should be placed by Rotary International and the District Governors upon the obligation for compliance with the qualification that a man must be personally and actively engaged in a business or profession within the territorial limits of the Club to be eligible for membership.

Agreed that continued emphasis should be placed on the provisions for additional active membership through every channel of the organization; that Clubs should be urged to make use of the provisions as a means of bringing into Rotary more men to enjoy the privileges of Rotary and at the same time increase the number of Rotarians.

Agreed that continuing emphasis should be placed on the provisions for senior active membership through the District Governors, correspondence with Clubs, and Rotary International publications.

Agreed that Clubs should be urged to guard the election to honorary membership as exclusively a distinction for meritorious service in furtherance of Rotary ideals; also that since honorary membership is the highest distinction that a Rotary Club may bestow, it should be conferred only in exceptional cases.

Requested the Secretary to transmit to every Rotary Club a clear statement of the basis for election to honorary membership in which it is emphasized that the Club Membership Committee's tight rein on admission of new members is rendered futile if there is a broad highway of preference for admission of honorary members.

Authorized and directed the President to appoint a Committee of not more than nine members to formulate and report plans and recommendations for the celebration of the Golden Anniversary of Rotary in 1955.

Authorized and directed the President

to appoint a Rotary International Headquarters Committee to follow through on all matters relating to the building of a headquarters of Rotary International; authorized and directed the Committee, in conformity with the action of the Mexico City Convention, to take certain steps concerning acquiring the site under option for the erection of a Secretariat building of Rotary International and to employ architects to prepare detailed plans and specifications for consideration by the Board at its January, 1953, meeting.

Agreed to offer for consideration at the 1953 Convention a Proposed Enactment to provide for the use of a single transferable ballot in the election of all officers at the Convention of Rotary International.

Agreed to offer for consideration at the 1953 Convention a Proposed Enactment to provide that the Council on Legislation shall be held biennially, that it shall be the final legislative body of Rotary International, and that it shall be composed as follows: one representative of the Clubs of each duly constituted District of Rotary International, such representative to be the outgoing District Governor (Rotary International Representative in Great Britain and Ireland) or his next available predecessor; the Chairman of the Council of Past Presidents or four Past Presidents immediately preceding the Immediate Past President; the Chairman of the Council on Legislation; not more than three representatives of non-

penses of participants and others in attendance at the Assembly with expenses paid by Rotary International is authorized only on the basis of attendance for the entire period of the Assembly.

Agreed that an Institute for present and past officers of Rotary International shall be held at the same time and place as the Assembly and established the list of those eligible to attend as follows: (1) Past Rotary International Vice-Presidents and Past Rotary International Secretaries; (2) Past Rotary International Directors; (3) present Rotary International Committee Chairmen and present officers of Rotary International in Great Britain and Ireland; (4) Past Rotary International Committee Chairmen and past officers of Rotary International in Great Britain and Ireland; (5) Past Rotary International District Governors and Past Rotary International Representatives in Great Britain and Ireland and Past Rotary International Committee members; (6) current outgoing District Governors and Rotary International Representatives in Great Britain and Ireland.

Adopted resolutions, approved by the Foundation Trustees: (1) approving the expenditure of \$15,000 from the corpus of the Foundation (authorized for expenditure by the 1951 Convention, the Board, and the Trustees) for the awarding of Rotary Foundation Research Fellowships in 1952-53. In accord with the specific request of the Trustees, agreed that \$5,000 of this amount shall be set



A. J. Bacon

Serving as the general officers of Rotary International in Great Britain and Ireland for the year 1952-53 are (left to right) President Stanley Leverton, senior active, of London, England; Vice-President Spencer J. Hollands, building contractor, of Wallington, England; Immediate Past President Stamp W. Wortley, senior active, of Chelmsford, England; Treasurer Edward H. Birchall, senior active, of Oxford, England.

Districted Clubs to be designated by the President; not more than six representatives-at-large to be designated by the President; the President, the other members of the Board of Directors, and the Secretary of Rotary International as nonvoting participants. The expenses of the members of the Council in attending the Council on Legislation are to be paid by Rotary International.

Agreed that the 1953 International Assembly shall be held at the Lake Placid Club, Essex County, New York, May 7-14, 1953.

Agreed that the payment of the ex-

aside for a special Fellowship to be awarded to a social worker from Australia to be trained in the most modern methods and techniques of orthopedics as known in the U.S.A. and perhaps in other countries, with the understanding that the person so chosen must return to Australia and be available to transmit to other social workers in Australia the knowledge acquired under this study; (2) approving the expenditure of \$5,000 from the earned income of the Foundation for the expenses of Foundation Fellows as speakers in 1952-53; (3) approving the expenditure of

\$1,000 from the earned income of the Foundation for the continuance of the work of relief for war-affected Rotarians in 1952-53; (4) approving the expenditure of \$250,000 from the corpus of the Foundation (authorized for expenditure by the 1951 Convention, the Board, and the Trustees) and \$50,000 or such part thereof as may be necessary from earned income of the Foundation for Fellowships for Advanced Study in 1953-54; (5) that subject to the approval of the Convention, annually for a period of three years, beginning July 1, 1955, the sum of not to exceed \$300,000 may be expended with the approval of the Board and Trustees from the corpus of the Foundation for the furtherance of the purposes of the Foundation and agreed to offer for consideration at the 1953 Convention a Proposed Resolution to bring this about.

AGREED that every possible step be taken to keep in touch with returning Foundation Fellows and to make available to them any help which may be desirable including contact with local Rotarians; however, was of the opinion that it is highly undesirable to grant honorary membership to Rotary Foundation Fellows, as such.

Agreed that no applicant for a Rotary Foundation Fellowship shall be considered for such Fellowship unless the International Students Exchange Committee is satisfied that the Club which is proposing the applicant and the District Committee which is recommending such applicant have assured themselves through proper investigations that the applicant is acceptable as a security risk under present world conditions.

Made a number of decisions concerning the administration of the Magazine Office looking toward the consolidation of some of the administrative functions of the Magazine with those of the Secretariat.

Received with regret the resignation of PAUL TEETER as Editor-Manager of THE ROTARIAN and General Manager of REVISTA ROTARIA effective September 30, 1952. . . (In a subsequent action the Board named KARL K. KRUEGER Editor of the Magazine. AINSLEY H. ROSEEN will serve as Associate Editor, RAYMOND T. SCHMITZ as Business Manager.)

Agreed that a statement shall be sent to all Rotary Clubs and District Governors calling attention to the change in the chronology of the District Assembly, District Conference, and the election of Club officers as provided in Enactment 52-10 adopted at the Mexico City Convention. Full information concerning the action of the Board on this subject will be going to all Clubs and Governors.

Requested the Constitution and By-Laws Committee to draft and submit for consideration of the Board at its January, 1953, meeting a Proposed Enactment to amend the By-Laws of Rotary International so as to provide that if on April 1 the name of only one candidate for Director in any one zone in the U.S.A. or in Canada has been

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filed with the Secretary of Rotary International, such candidate shall become the Director-Nominee and no meeting of the electors from such zone or from Canada shall be held for the nomination of Director at the Convention.

Committees for 1952-53

Following are the 1952-53 Committees of Rotary International, the Executive Committee of the Board, the Rotary Foundation Trustees, and the Council of Past Presidents, all recently announced:

Canadian Advisory—Richmond Mayson, Prince Albert, Sask., Chairman; Laurie Ellis, Kentville, N. S.; Wm. M. Gray, Chatham, Ont.; Percy W. Turner, Charlottetown, P.E.I.

Constitution and By-Laws—John J. Laskosky, Gary, Ind., U.S.A., Chairman; Carl E. Bolte, Kansas City, Mo., U.S.A.; Kenneth G. Partridge, Port Credit, Ont., Canada.

1953 Convention—Francis A. Kettaneh, Beirut, Lebanon, Chairman; Adolfo E. Autrey, Mexico City, Mexico; Yves J. Glotin, Bordeaux, France; Fritz Gysin, Zurich, Switzerland; Percy Reay, Manchester, England; P. A. Rowe, San Francisco, Calif., U.S.A.

1954 Convention—James Lightbody, Vancouver, B. C., Canada, Chairman; Cawas B. Parakh, Nagpur, India; Nelson Ramirez, Mayaguez, Puerto Rico; Franklin Quezada Rogers, Santiago, Chile; Irwin R. Waite, Miami, Fla., U.S.A.; P. A. Rowe, San Francisco, Calif., U.S.A.

Districting—William C. Rastetter, Jr., Fort Wayne, Ind., U.S.A., Chairman; F. Wayne Graham, Morris, Ill., U.S.A.; Clifford A. Randall, Milwaukee, Wis., U.S.A.

European, North African, and Eastern Mediterranean Advisory—Gian Paolo Lang, Leghorn, Italy, Chairman; Alphonse Flévez, Sogny, Belgium, Vice-Chairman; Hussein Fahmy, Alexandria, Egypt, Immediate Past Chairman.

Members-at-Large: Louis Marchand, Algiers, Algeria; R. F. Rutsch, Bern, Switzerland; C. P. H. Teeenstra, Hilversum, The Netherlands.

Great Britain and Ireland: Stamp W. Wortley, Chelmsford, England; Stanley Leverton, London, England, alternate.

District 65: Raúl do Carmo e Cunha, Lisbon, Portugal; Rodrigo Ferreira Dias, Jr., Oporto, Portugal, alternate.

District 66: Represented by Member-at-Large C. P. H. Teeenstra; Arnold Willem Groot, Hilversum, The Netherlands, alternate.

District 67: H. H. Buss, Rotterdam, The Netherlands; A. D. Vóute, Arnhem, The Netherlands, alternate.

District 68: Represented by Vice-Chairman Alphonse Flévez; Jean Collette, Verviers, Belgium, alternate.

District 69: Charles Bernardin, Toulouse, France; Guillaume de Bellabre, Mont de Marsan, France, alternate.

District 70: Emile O. Meyer, Strasbourg, France; Alfred Edouard Francis Lefebvre, Dunkerque, France.

District 71: Maurice Bernard, Dijon, France; Robert Proton de la Chapelle, Lyon, France, alternate.

District 72: Represented by Member-at-Large Louis Marchand; Henri Duclos,

Perpignan, France, alternate. **District 73**: Marcel Amoric, Rouen, France; Francis Decaux, Paris, France, alternate. **District 74**: Bernard Goldschmidt, Kiel, Germany; Robert Haussmann, Stuttgart, Germany, alternate. **District 76**: T. S. J. Jääskeläinen, Turku-Abö, Finland; Mikko Nordquist, Pori-Björneborg, Finland, alternate. **District 77**: Karl Arvid Ohlsson, Helsinki, Finland; Veli Manne Nurmia, Helsinki, Finland, alternate. **District 79**: Elias Sandvig, Kopervik, Norway; Christian August Egeberg Lindboe, Tonsberg, Norway, alternate. **District 80**: Member and alternate not yet named. **District 81**: Johan Jessen Paulsen, Tonder, Denmark; Tage Høeg, Odense, Denmark, alternate. **District 82**: Kaj Vagn Olsen, Aarhus, Denmark; Svend Fogtmann, Aalborg, Denmark, alternate. **District 83**: Eric Gustaf Grilli, Göteborg, Sweden; alternate not yet named.

District 84: Gunnar Hultman, Stockholm, Sweden; Adolf Fagerlund, Stockholm, Sweden, alternate. **District 85**: Gunnar Fredrik Borner, Växjö, Sweden; Knut Ericson, Norrköping, Sweden, alternate. **District 86**: Represented by Member-at-Large R. F. Rutsch; Georges Maurice Barbey, Geneva, Switzerland, alternate. **District 87**: Represented by Chairman Gian Paolo Lang; Cesare Chiodi, Milan, Italy, alternate. **District 89**: Represented by Immediate Past Chairman Hussein Fahmy; Augustin J. Catoni, Beirut, Lebanon, alternate. **District 91**: Member and alternate not yet named.

Non-Districted Clubs: **Austria**: Friedrich Mader, Innsbruck, Austria; Hans

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

What Will You Do?

What will you do tomorrow?

What will you do, did you say?

I'll ask you another question:

What have you done today?

Have you lived for self, or others?

Have you brightened another's way?

Well, friend, you will do tomorrow

Just what you have done today.

—RENA B. LEAP

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Hofmann-Montanus, Salzburg, Austria, alternate. **Greece**: Panos Anagnostopoulos, Athens, Greece; Theodore C. Sachinis, Salonika, Greece, alternate. **Israel and Jerusalem**: Joseph Kalsermann, Haifa, Israel; Wolf Cegia, Jaffa—Tel Aviv, Israel, alternate.

Extension—Halsey B. Knapp, Farmingdale, N. Y., U.S.A., Chairman; João Galant, Jr., Santa Maria, Brazil; Jainath Kak, Allahabad, India; Clare C. Rossell, Syracuse, N. Y., U.S.A.; C. P. H. Teeenstra, Hilversum, The Netherlands.

Extension Committee for Asia: Australia, New Zealand, South Africa, etc.—Jainath Kak, Allahabad, India, Chairman; Douglas K. Hattersley, Capetown, South Africa; John W. Peden, Brisbane, Australia.

Extension Committee for European, North African, and Eastern Mediterranean Region—C. P. H. Teeenstra, Hilversum,

THE ROTARIAN

The Netherlands, Chairman; Marcel Amoric, Rouen, France; Elias Sandvig, Kopervik, Norway.

Extension Committee for Ibero-America—Jóão Galant, Jr., Santa Maria, Brazil, Chairman; Alejandro Garretón Silva (Int. med.), Santiago, Chile; Francisco Soto Izquierdo, Bayamo, Cuba.

Extension Committee for USCB—Clare C. Rossell, Syracuse, N. Y., U.S.A., Chairman; William C. Bruce, Edmonton, Alta., Canada; Walter O. LeGrande, Daytona Beach, Fla., U.S.A.; Eli Rubin, Hallettsville, Tex., U.S.A.; Theodore H. Wegener, Boise, Idaho, U.S.A.

Finance—Harry F. Russell, Hastings, Nebr., U.S.A., Chairman; Harold D. Bostock, Santa Rosa, Calif., U.S.A.; Charles E. Dearnley, Philadelphia, Pa., U.S.A.; Heikki Herlin, Helsinki, Finland; Arthur Lagueux, Quebec, Que., Canada.

International Student Exchange—Stanley Spurling, Hamilton, Bermuda, Chairman; Harry N. Hansen, Toledo, Ohio, U.S.A.; Webb Follin, Shelbyville, Tenn., U.S.A.; Dan Procter, Chickasha, Okla., U.S.A.; Herbert Schofield, Loughborough, England.

Magazine—Roy D. Hickman, Birmingham, Ala., U.S.A., Chairman; Joseph A. Abey, Reading, Pa., U.S.A.; Percy Hodgson, Pawtucket, R. I., U.S.A.; Carl P. Miller, Los Angeles, Calif., U.S.A.; Pierre Yvert, Amiens, France.

Nominating Committee for President in 1953-54—J. Cleve Allen, Coral Gables, Fla., U.S.A.; Edward V. Long, Bowling Green, Mo., U.S.A., alternate. Rodolfo Almeida Pintos, Montevideo, Uruguay; alternate yet to be named. P. Hicks Cadle, Denver, Colo., U.S.A.; Clifford A. Randall, Milwaukee, Wis., U.S.A., alternate. Thomas H. Cashmore, Wakefield, England; Arthur Mortimer, St. Pancras, England, alternate. Ray E. Collett, Old Town, Me., U.S.A.; H. V. Churchill, New Kensington, Pa., U.S.A., alternate. Halsey B. Knapp, Farmingdale, N. Y., U.S.A.; Stanley Spurling, Hamilton, Bermuda, alternate. Gian Paolo Lang, Leghorn, Italy; Hussein Fahmy, Alexandria, Egypt, alternate. Richmond Mayson, Prince Albert, Sask., Canada; Herbert K. Wyatt, St. John's, Nfld., Canada, alternate. Tomotake Teshima, Tokyo, Japan; B. T. Thakur, Calcutta, India, alternate.

1953 North American Transportation—A. Z. Baker, Cleveland, Ohio, U.S.A., Chairman; H. V. Churchill, New Kensington, Pa., U.S.A.; E. Curtis Mathews, Portsmouth, N. H., U.S.A.

Program Planning—P. A. Rowe, San Francisco, Calif., U.S.A., Chairman; Ryerson M. Christie, Cardston, Alta., Canada; Karl M. Knapp, Pittsburgh, Pa., U.S.A.; Mariano F. Lichauco, Manila, The Philippines; Henry T. Low, Bulawayo, Southern Rhodesia; Louis Marchand, Algiers, Algeria; Paulo Dias Martins, Rio de Janeiro, Brazil; Walter D. Shultz, Cincinnati, Ohio, U.S.A.

Rotary International Headquarters—Frank E. Spain, Birmingham, Ala., U.S.A., Chairman; H. J. Brunnier, San Francisco, Calif., U.S.A.; Howell G. Evans, Two Rivers, Wis., U.S.A.; Philip



Breakfast for a Bride

NOT long ago a young lady of great charm boarded our plane at Johannesburg to join her bridegroom in Sweden. Already during the first hours of the journey it struck our steward that she was a little depressed and showed hardly any inclination to chat with her fellow passengers. Only when he came to give her some flight information and tactfully steered the talk round to life in Europe did he hear that the final parting from her family and South Africa had been a little too much for her. She knew she would miss her parents, her friends and all the things she had been accustomed to, even her papaya for breakfast.

As soon as the plane landed for a stop in Kano, our steward thought the moment was opportune to see what he could do to bring the young lady into a happier

frame of mind. Without delay he contacted the station master, whose co-operation he needed to send a boy to the native market.

Only half an hour later our steward was seen returning with an oblong parcel..... a surprise for the young bride! When on the following morning breakfast was served, she could hardly believe her eyes. On her plate she saw the familiar fruit of the papaw tree she had enjoyed so often at home, and the very sight of it was enough to bring out a happy smile.



This true little story was bound to end happily, for we make a point of giving everyone of our passengers all the care and attention we can think of.

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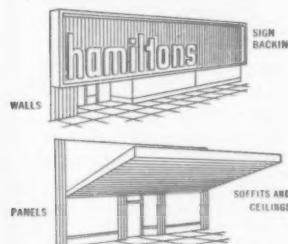




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Lovejoy, Chicago, Ill., U.S.A.; George R. Means, Chicago (Bloomington), Ill., U.S.A.; Claude W. Woodward, Richmond, Va., U.S.A.

1953 **Rotary Institute** Agenda—Rilea W. Doe, Oakland, Calif., U.S.A., Chairman; Leland F. Long, Mineola, Tex., U.S.A.; Kenneth G. Partridge, Port Credit, Ont., Canada; C. Reeve Vanne, Albany, N. Y., U.S.A.

Executive Committee: H. J. Brunnier, San Francisco, Calif., U.S.A.; P. Hicks Cadle, Denver, Colo., U.S.A.; Thomas H. Cashmore, Wakefield, England; Stanley Spurling, Hamilton, Bermuda; Claude W. Woodward, Richmond, Va.

Rotary Foundation Trustees—Arthur Lagueux, Quebec, Que., Canada, Chairman; S. Kendrick Guernsey, Jackson-

ville, Fla., U.S.A.; Percy Hodgson, Pawtucket, R. I., U.S.A.; Angus S. Mitchell, Melbourne, Australia; Frank E. Spain, Birmingham, Ala., U.S.A.

Council of Past Presidents—Arthur Lagueux, Quebec, Que., Canada; Fernando Carballo, Lima, Peru; Tom J. Davis, Butte, Mont., U.S.A.; S. Kendrick Guernsey, Jacksonville, Fla., U.S.A.; Richard C. Hedke, Detroit, Mich., U.S.A.; Percy Hodgson, Pawtucket, R. I., U.S.A.; Angus S. Mitchell, Melbourne, Australia; Armando de Arruda Pereira, São Paulo, Brazil; T. A. Warren, Bournemouth, England; Charles L. Wheeler, San Francisco, Calif., U.S.A. *Ex-Officio Members:* H. J. Brunnier, San Francisco, Calif., U.S.A.; Frank E. Spain, Birmingham, Ala., U.S.A.

Flapping Wings for the Future?

[Continued from page 15]

way at Kitty Hawk, and nobody has thought to try something else (save for the helicopter). Neither is the bird a proper inspiration for man in flight. Its wings are too complex to duplicate mechanically and, anyway, says Stout, the bird actually isn't a very good flier. "You never saw one land upside down on a ceiling," he points out.

But all this time, Stout goes on, Nature has put the answer right beneath our noses, in the form of the common insect. "Here in our own back yards have been a hundred different kinds of insects flying from the garbage can to our dining-room tables, trying to bother us enough so we'd do something," he says. "Here's a method of flight with 50 million years of precedent behind it and we've done nothing about it."

Not only is the insect's wing far easier to duplicate in a machine than a bird's wing, Stout explains, but it is also proportionately smaller. And yet the insect flies faster than the bird—and with pay loads. "You watch one of those things fly," he says, "and you'll get quite inspired with what can be done with flapping wings."

Bill Stout himself was so inspired, after that incident on the Michigan lakeshore, that he set right to work on flapping-wing flight. He examined, measured, and photographed all manner of insect wings. Then he began designing and building model-size flapping wings, until he had dozens of them. Lately he has gone about constructing mechanical flapping wing "mock-ups," such as the weird music-rack contraption in his Phoenix laboratory.

In the course of all this, he has established some very basic principles. It is necessary, he says, that we arrive at a new assumption in order to achieve a new solution of the flight problem. He explains it this way:

Today's rigid-wing airplane, in order

to obtain lift, must generate a wind past its wing—say, for a small light plane, a wind of 50 miles an hour. The ship runs across the ground against the air until it is going fast enough to generate that 50-m.p.h. wind. Then it takes off. This is the original assumption of the Wright brothers.

The new assumption is that a plane can be made to take off by causing that 50-m.p.h. wind to rush past its wing (or wings) while it is standing still. Thus its take-off will be vertical, without any forward speed. The problem, then, is to find a way in which the wings themselves can force that 50-m.p.h. air speed past *themselves* by means of power. The answer, says Stout, is to be found only in the mechanically powered flapping wing. He goes on to explain:

"One of the first things to establish is: what does the flapping wing do when it flaps? Does it lift? No. The entire wing acts as a propeller. It creates a draft on which the machine rides and rises.

"You've heard of a cyclone picking up a whole house, carrying it a great distance and then setting it down. Well, that's nothing more than a blast of air picking up that house and carrying it away. The flapping wing is a machine that creates its own cyclone and then rides 'on it like a witch on a broom."

The vertical lift accomplished by the flapping wing, Stout continues, would be available not only for take-off, but for landing as well. Thus a fundamental fault of the modern-day airplane would be overcome—to wit, none of its power is available for letdown and landing. "It's obviously silly," says Stout, "to carry along a 100-horsepower engine to fly the ship and then be totally unable to use that power in letdown to cut our landing space and speed."

But wouldn't a flapping wing, with

the violence of its motion, quickly flap itself—and indeed the whole airplane—to pieces? Not at all, says Stout. It would be a wholly different kind of wing than, for example, the wing of a DC-6. Where the wing of a DC-6 is inflexible, the flapping wing would be flexible. It would operate on a series of hinges so as to absorb the shock of flapping. It would be like a rubber tire giving with the bumps as opposed to a steel tire absorbing the bumps.

Specifically what kind of insect might we best emulate in our flapping-wing airplane of tomorrow? In all likelihood, says Stout, we'll emulate not one but several kinds of insects, depending on what purpose we aim to achieve. Is it maneuverability we want? In that case, perhaps, we'll build a flapping-wing airplane that copies the dragon fly, with its two pairs of wings in tandem. Do we want a machine with maximum wing area and slow speed, so we can hover and look at the scenery? The butterfly, then. High speed, with extreme power and small wings? The bumblebee. (But if the motor quits, says Stout with a chuckle, we're liable to get stung.)

In short, there'll be many different kinds of flapping-wing airplanes, just as today we have many different kinds of land vehicles—cars, trucks, busses, and so on—depending on what we need them for.

Bill Stout has made good progress in his flapping-wing experiments. He is now laying out an engineering program that involves a modified wind-tunnel setup to pin down the fine points of aerodynamics, thrust, vibration, and the like. And he is about ready to start building a full-scale flapping-wing airplane that will fly.

PERHAPS he'll be the one to fly it, and perhaps he won't. It really doesn't matter to Bill Stout, because he doesn't expect to come up with the last word in flapping-wing flight. He is 71 years old and, although he looks forward to many more creative years, he considers his work to be essentially in the realm of "imagineering." The final, definitive engineering, he says, will be up to someone else.

"I'm doing this as much to stimulate activity in the line of flapping-wing flight as to accomplish it myself," Stout avers. "Someone has to sparkplug the thing, and it's immaterial to me whether I finish it or not. This eventually will be more important than anything else I've done, although so far, perhaps, it doesn't make sense. But then it has always been said of me that I'd never work on anything that made sense."

Paramount among those whom Bill Stout hopes to spur into flapping-wing experimentation are the teen-age boys

—especially the model-airplane makers. "An adult," he says, "hasn't the creative type of vision that a boy has. The real creative mind is through the high-school age. The high-school boy doesn't know the things that can't be done. He doesn't know the things that are dangerous and can't be touched. He has more ingenuity and fewer inhibitions than anyone. The most original person in the world is a kid under 20, and the most important thing going on today is two kids experimenting somewhere in a barn."

Stout says the materials and basic know-how are available to perfect flapping-wing flight. He predicts that once

the aviation industry buckles down to serious engineering on the flapping-wing airplane, it will become a reality within three to five years. He does not foresee, however, that the conventional airplane of today will be swept from the skies by the advent of the flapping-wing plane. We'll still need the jets and the rocket ships for speed and the great air liners for mass transport and distance. For, after all, the automobile, when it came, did not displace the railroad train.

But the flapping-wing plane, when it finally arrives, will revolutionize our civilization just as did the automobile. The whole pattern of the world as we



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"There's no substitute for the cheerful comfort of radiant warmth. Our floors are always warm and the temperature uniform all over the house. We have baseboard heating panels, but radiators, convectors or radiant panels in the floor or ceiling can be used if preferred.



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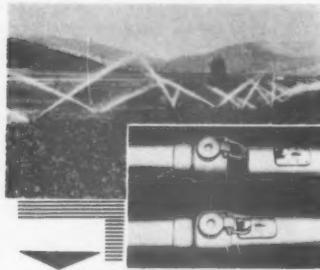
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know it, says Stout, will change to absorb the impact of the flapping-wing plane. There'll be landing spots on ground and roof tops, parking lots for flapping-wing planes, and aerial "cops" to keep the traffic from tangling up and our old friend Mr. John Smith from jay-flying.

Bill Stout, in addition to being "a guidepost of the aviation industry" and a man who has made a career out of being ahead of his time, is some small shakes as a writer of verse. He jotted down a bit of it not long ago. It may not be good verse, but it conveys his deep conviction that the flapping-wing

airplane is the "universal vehicle" of the near future. It runs like this:

*Go to the ant, thou sluggard;
Consider her ways and be wise.
Or, if you would speed transportation,
Consider the bees and the flies.*

*A bird is a vain thing for safety;
A bird can be slow as a crow.
So study the insects, my brothers,
And the way that they buzz when they go.*

*For if you would fly without airports,
And take off at once with a hop,
You can't use a prop or a "heli";
Your wings must most certainly flop!*

Your Letters

[Continued from page 2]

and employees. Another may do it and be hated. Much depends on how a person wears his cloak of authority. A man's personal charm and the way he enjoys his privileges count for so much. These are men who enjoy their privileges and appreciate them with a feeling of modesty. These men do not arouse jealousy of others. Because of the executive's attitude, those who are around them are happy and hope that someday they too may be able to enjoy such privileges.

There are those who exhibit the executive's privileges in a manner which irritate those who look at him. They may liken him to a fly on the back of a horse which thinks it is as big as the horse.

Executives have climbed to their positions because of ability, industry, and fitness. Someone has to lead, and his leadership must be respected. Yet to gain the genuine respect of those around him, the executive must always be aware that his fellowman is of the same makeup.

Colorado Protest

From EUGENE A. HANCOCK, *Rotarian*
Photographic-Studio Proprietor
Loveland, Colorado

We in northern Colorado are not too much disturbed when one of our Governors loses Pikes Peak to the Governor of Texas when they meet in a sporting mood, but we feel that we must protest when THE ROTARIAN gives our beloved Long's Peak to Canada.

The beautiful cover of THE ROTARIAN for August, by a fine photographer, is not, as you indicate, a scene in the Canadian Rockies, but is Bear Lake and Long's Peak, the favorite scenic spot in Rocky Mountain National Park, Colorado, judging by the number of visitors to the lake and the number of pictures taken of it. Your cover picture was taken along the shore of Bear Lake, with Long's Peak in the background, the second peak (flat topped) from the left.

Doubtless you will be receiving

plenty of corroborating testimony in support of this fact.

Eds. Note: Indeed the Editors have been receiving "plenty." And deservedly—for it is Bear Lake and Long's Peak and several other Colorado peaks, too!

Plane Facts Filled In

By JAMES W. WALKER
Insurance Underwriter
Secretary, Rotary Club
Lynwood, California

In his interesting list of items in *On the Avenida* [THE ROTARIAN for July], The Scratchpad Man mentioned that "at least two other parties came in private planes . . . but the details are not yet at hand."

Well, here are "the details" on one of the parties: Lynwood Rotarians Kirk Crawford and Wesley Gwinn [left and right in cut] and their wives flew their own plane to Mexico City for the big



Four who flew to Mexico (see letter).

reunion. It's a four-seater Navion, whose cruising speed is 150 miles an hour. It took them but 12 hours to fly from Lynwood to Mexico City, with brief stops at Mazatlán and Acapulco.

'Move On, Young Man!'

Urge GENE C. MULLEN
Cheyenne, Wyoming

[Re: Stay Put, Young Man, Stay Put!, by Arthur Gordon, THE ROTARIAN for July.]

If I had never left home, I would still be there wondering what the world has to offer and what I may have missed. And dreaming about far-away places.

Sure, I'd be helping build the community and contributing to the church fund, but my thoughts would be far from the community pew.

Taking off in new directions requires something more than desire—it takes downright nerve. I've known numerous stay-at-homes, deeply planted in their present environments, because they are too scared to venture out into new territory. They live in a sort of shell, afraid of being hurt by strangers and too greedy to give up their possessions. It is a satisfaction all its own knowing you are capable of giving up certain possessions to gain new riches in the way of worldly goods and friendships.

The friends I have acquired during my wanderings of the past eight years have been many—and all sorts. Not all the persons I have met were "real friends," but just knowing them has been an asset toward broadening my mind in dealing with individuals.

Why does a person "move on"? Perhaps it is to enrich his soul with the knowledge of attaining all there is to be seen in life . . . and all there is to be felt. Certainly, after one has "come to the end of the road," he can rest assured that he tried his utmost to "see it all" . . . and if anything escaped him, it wasn't his fault. The ship that never sails is deadwood . . . so let's not petrify when the world offers us so much adventure.

Movie Review Surprising

Says J. E. BELCHER, Sr., *Rotarian Furniture Retailer*
Mineral Wells, Texas

To say that I was deeply surprised and shocked to read the review by Jane Lockhart of *My Son John* in THE ROTARIAN for June is putting it mildly. Here is a picture which viewed from any standpoint is fighting the insidious infiltration of atheistic Communism into our young people. It has been reviewed by stanch Americans who see straight, and has been praised for its patriotic theme and for the splendid way it shows up how the Communists are trying to destroy Christian civilization from within. And this is not "anti-Red hysteria," but the calm, considered thought of millions of real Americans who believe it is the duty of all like them to stand eternally watchful and on guard against the greatest curse that has ever afflicted the human race.

Interprets Problems Well

Notes MRS. MADELEINE H. FAHEY
Executive Secretary
Family Service of Paterson
Paterson, New Jersey

Claire Holcomb's *When Husbands Run Away* [THE ROTARIAN for June] points up avenues to desertion and interprets exceedingly well the problems created by desertion and the ways in which citizen and caseworker mutually help deserted families. As the article indicates, "The problem is beyond any single organization, but united they can muster the strength that is needed."

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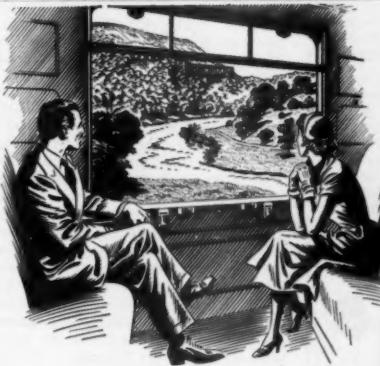
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'BRIEFS' ABOUT ROTARIANS,
THEIR HONORS AND RECORDS.

Shop Talk. Of one thing you can be sure in Bonduel, Wis., and that is that in the Ed. E. Wolf home there's plenty of talk about Rotary these days. It so happens that Ed. Wolf is President of the Rotary Club of Bonduel for 1952-53. And it also happens that his son LEE was recently elected "governor" of a Rotary youth group sponsored by Rotarians of northern Wisconsin and upper Michigan. It's a father-son relation with an interesting, worth-while twist.

All in the Family. Rotarians of Beeville, Tex., are saying, "We would like to hear from Clubs that can boast of a whole family belonging to one Rotary Club." In Beeville, TRUMAN M. GILL, the father, is a fellow Rotarian with his two sons—TRUMAN F. and LAMAR—and a son-in-law, JAMES GOODMAN. This group accounts for all male members of their family.

High Score. ANDREW F. EVERE, formerly an active, now an honorary, member of the Rotary Club of Melrose, Mass., has reached the age of 90. He likes Rotary—and figures prove it. Last year, after driving his own car to Florida, he attended 71 meetings during the next six months.

Citation. Upon GEORGE A. FITCH, a member of the Rotary Club of Seoul, Korea, has been conferred Korea's highest honor—the Medal of the Republic. In making the citation, SYNGMAN RHEE, President of Korea and an honorary member of the Rotary Club of Seoul, noted that it was given "in recognition of many years of distinguished service in the fields of education, culture, and welfare and for his unselfish sacrifices." ROTARIAN FITCH (see cut), who is secretary of the International Committee of the Young Men's Christian Association, is a Past President of the former Rotary Clubs of Shanghai and Chungking.

Presentation. A high light of his 1951-52 year as District Governor was KENNETH G. PARTRIDGE's charter presentation to the new Rotary Club of Port Credit, Ont., Canada. With that presentation, his own Rotary membership changed from the Club in Brampton, Ont., to the Club just a-borning—which meant that ROTARIAN PARTRIDGE was presenting a charter to his own Club President.

Rotarians Honored. DR. PAUL WEBER, of Englewood, N. J., has received the New Jersey Dental Society's 1952

award for outstanding children's dentistry. . . . DR. WILLIAM J. TRAINOR, of Tulsa, Okla., has been appointed a fellow of the American College of Cardiology. . . . ARTHUR T. BURGER, of Boston, Mass., has been elected national president of the Boys' Club Workers Association. . . . The Boy Scout Silver Antelope Award has been given to N. D. LAPHAM, of Geneva, N. J., and to ALLEN STREET, of Oklahoma City, Okla., Past First Vice-President of Rotary International.

J. MILTON PATTERSON, of Baltimore, Md., Past District Governor of Rotary International, has received an honorary doctorate of social science from Western Maryland College for his outstanding work in the field of public welfare. . . . Recognizing his 33 years of service as their Club Secretary, Rotarians of Rock Island, Ill., named FRANK L. PATTERSON "Honorary President" of the Club, presented him with a lounge chair. . . . DR. GRAHAM HUCKELL, of Edmonton, Alta., Canada, has been presented a jewel with fleur-de-lis and maple leaf for his work in orthopedics by QUEEN ELIZABETH II.

Proof. In many communities a man enters a Rotary Club with a fair idea of the service ideal before he is inducted: good examples of Rotary stand all about him. Take IRVING PERLMAN, who recently became a member of the Rotary Club of Chelsea, Mass. He learned about Rotary a long time ago, and he told fellow Rotarians about it during a recent vocational talk. He had worked his way through school aided and encouraged by four men—all members of the Chelsea Rotary Club.



On the way home to the U.S.A. from Korea: Rotarian and Mrs. George A. Fitch. He was cited for "distinguished service" (also see item).

Photo: Caruso



Three generations in one Rotary Club—that of Plainfield, N. J. They are the Smalleys (from left to right): Past President William; Ralph, Jr.; Past President Ralph.

Trending into the Future

[Continued from page 8]

contributed to the Foundation since its inception. The year ending June 30, 1952, was the third-best year of contributions since the end of the active campaign two years ago after the passing of Paul Harris. An increasing number of large donations is being received. There is a very definite trend for each new member of a Rotary Club to have the privilege of making a contribution to assist in this magnificent work.

Correlative with the Paul Harris Foundation Fellowships there is the increasing trend for Clubs and Districts to arrange for the international exchange of students on a Club and District level. This activity will be accelerated this year as a result of a very excellent report made by a special Committee appointed for the purpose of studying such activities last year.

One can readily observe the trend to reassess all administrative procedures to make certain that they are constantly attuned to the ever-changing times. The Board of Directors is anxious to receive from Rotary Clubs suggestions designed to be helpful in making this trend an actuality. A recent example of such progress is the decision of the Mexico City Convention to legalize District Nominating Committees for the selection of District Governors-Nominees. It is to be noted that the provision is permissive rather than mandatory.

A trend of some years ago toward lethargy in the problems of Rotary seems to be lessening. Member Clubs are realizing that Rotary International is composed of them and that they are responsible to see that the organization is administered in a manner satisfactory to the majority. Hence, a greater interest is being taken than was the case some years back.

The trend observable some years ago not to overexpand but rather to solidify Rotary in existing areas continues. Last year only 245 charters were issued to new Clubs. Many hundreds of additional Clubs could have been formed, but experience had indicated that the organization would be much more solid if expansion were slow and sure. Recently the Board studied a list of some 75 or so countries, colonies, protectorates, territories, etc., in which there were then no Rotary Clubs. It determined that it was more important to solidify Rotary in areas where it already existed than to expand into isolated regions where there are no Rotary Clubs—regions where perhaps the nearest Club to a new Club would be 400 or 500 miles. Only recently the Board considered very carefully extension in those islands of the Carib-

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bean region where there are no Rotary Clubs, but it declined to authorize such extension—agreeing only to charter additional Clubs on those islands where Clubs are already functioning.

Because it is easy to do, there is a trend to measure the value of Rotary by finite rather than infinite methods. Sometimes the value of Rotary is measured by a high percentage of attendance. Sometimes Clubs get new members regardless of adherence to the single classification principle. There seems to be a slight trend toward excusing certain classes of individuals from certain attendance requirements. The Mexico City Convention granted relief in the cases of protracted illness or impairment. That was not to obtain high percentages of attendance, but rather to protect the membership of a Club member unfortunate enough to have a protracted illness. It's easy to measure the value of Rotary by finite methods, but one knows that the intangibles are by far the greater and more important measures.

THE trend in the organization to truncate the program of Rotary in Clubs rather than to balance all avenues of service seems to be lessening and now much more emphasis is being given to Vocational Service and International Service than was formerly the case. It was easy to give attention to Club Service. It was exceedingly easy to give attention to Community Service. Vocational Service, which is really the hub of Rotary since it is a classification organization of business and professional men, has received much more attention since the publication of *Service Is My Business*. International Service seemed to be a little difficult for Clubs in the interior of countries not having much contact with folks from other countries but because of the great challenges arising through international contacts and conflicts. Rotarians have alerted themselves to taking personal interest in advancing international understanding. To assist in this purpose, it is now contemplated to publish within the field of International Service a volume comparable to *Service Is My Business*. Thus, the trend today is to emphasize all four phases of the Rotary program in balance.

There is a trend constantly to call upon Rotary to ally itself with other organizations and thereby become involved in complicated programs rather than to permit Rotary to function in its own unique way to carry out its own program. This demand from the outside may be considered a definite compliment to the organization, but Rotary itself is an exceedingly successful world-wide organization with a program uniquely its own and the Board

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of Directors year after year continues to take the attitude that Rotary must be free and unfettered to expend all its energies in giving attention to its own program.

Correlative with this is the increasing trend for organizations outside of Rotary to request Rotary to act corporately by resolution. Again this may be considered a compliment to Rotary, but Rotary takes the attitude that it is not ready to pass resolutions unless it is likewise ready to implement those resolutions to a successful conclusion. Obviously Rotary is not in a position to do this, for, as we have said, Rotary has a program of its own to which it must give attention. Usually the requests coming to the organization carry the implication that if Rotary would pass a resolution, the desired result would almost become a *fait accompli*. It is obvious that the mere passage of a resolution is of practically no value. It takes energy and action to implement a resolution. Therefore, Rotary continues to be wary of operating by means of resolutions, but rather challenges individual Rotarians to engage themselves personally in the achievement of the program of Rotary. At the same time it challenges all its members to involve themselves in accordance with their own desires in community, national, and international matters in whatever other organizations of a non-service-club nature they select to give full expression to their own desires.

There seems to be a continuing trend that Rotary be daring in taking leadership essential in international understanding. In other words—to continue to do what is right and to do it regardless of criticism. Specific examples are the reestablishment of Rotary Clubs in Japan and Germany and Austria on the basis that if international understanding is to be advanced, we have to live from here on with the hope of finding ways and means of getting along with each other, regardless of how difficult and inhuman and unsatisfactory the relationships may have been in the past.

Finally, there is a continuing acceler-



"Now, who was it who started the rumor that this firm is giving raises?"

ating trend to recognize that the influence of the Rotary organization rests on the sum total of the individual efforts of its Club members. There's been a renaissance of interest through the stimulation of every one of the more than 360,000 Rotarians constantly to be alert and to give attention to all phases of the Rotary program since only in that way can the organization continue to advance in prestige and dignity.

Each year in Soldier Field in Chicago at the great Chicagoland Music Festival, all the lights in the stadium are extinguished. A signal is given and each of the 75,000 or so people in at-

tendance draws from his pocket a pack of matches. At another signal each of the more than 75,000 people removes one match from the packet and closes the cover. At a third signal each of the more than 75,000 people scratches his individual match and the stadium is aglow with light. A seemingly infinitesimal act on the part of each of 75,000 people when done simultaneously with similar actions by others produces an astounding effect. The success of the Rotary movement rests upon each of the 360,000 individual Rotarians day by day doing similar seemingly infinitesimal acts. The trend is definitely in that direction.

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Trees at Work

[Continued from page 24]

organized a club of other war veterans who own farms and woodland tracts, and with the help of a forester holds frequent meetings at which all phases of profitable logging are discussed.

America's forests cover 624 million acres, an area as large as all the States east of the Mississippi River, plus Kansas and Louisiana. It is generally agreed that 461 million acres of productive timberlands are adequate to supply the nation's requirements in wood, provided they are managed properly and their products used wisely. That's one of the big aims of the Tree Farm system.

With modern fire protection, such as given by Tree Farmers, the total area of forest regions needing tree planting is diminishing. Nature is proving her ability to reforest idle acres. In 1936 the U. S. Forest Service estimated 21 million acres in the Great Lakes States were in need of planting. By 1944 so much of this area had reforested itself (due to fire control) that only about 14 million acres remained unstocked.

South Carolina, which became a Tree Farm State in 1946, is making great strides with her new reforesting plans. Some years ago in that State the average farm consisted of 48 percent woods, 43 percent cropland, and 9 percent pasture. In most instances the wood was "forgotten acres"—returning a meager 7 percent of the yearly income by supplying fence posts and rails and a few building boards.

That picture is rapidly changing. The case of Carolinian Robert N. Cole is typical of hundreds of other farmers of that area who were bitten by the Tree Farm bug. Ten years ago, Cole began to cut selectively his 197 acres of timberland, manage it properly, and market it wisely. In that time he has realized \$25,660—which is really putting the "forgotten acres" to work!

But there's still another way to look at the results of the Tree Farmers. In 1918, timbermen in the U. S. were cutting 5.8 trees for each new tree that sprouted. Today the ratio is one to one. And as the Tree Farm acres spread, the U. S. may soon be rebuilding a measure of the great timber resources it once had, making way for more wood industries, and more employment and more goods for everyone.

Rising Tide

How plump she is,
She used to wasn't.
The reason is
She daily doesn't.
—ROTARIAN SAM KENT

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Opinion

FROM LETTERS, TALKS,
ROTARY PUBLICATIONS

A Miracle Will Happen

K. S. SHAH, Surgeon
President, Rotary Club
Jannagar, India

We in India advocated universal brotherhood long before the world at large understood its benefits and so we should lead the field today in recreating this ideal of universal brotherhood when the world is divided into rival camps and the international atmosphere is so tense as to make the future full of horror.

Unless a miracle happens, man is preparing his annihilation with great speed and exactitude. This is amply shown by the armament programs undertaken by the politicians even at the cost of the daily bread of their people. But the miracle will surely happen. As Lord Krishna said ages ago: "Listen, oh Bharet, whenever the righteousness declines in this world, I'll reincarnate myself for the destruction of the unrighteous." That "I"—the miracle—could very well be Rotary.

—From a Conference of District 51 in Jodhpur, India.

Fair Salary Not Most Important

C. E. JONES, Rotarian
Personnel Director
Jackson, Mississippi

A number of surveys have been taken among employees to determine firsthand those factors or considerations that influence a person's opinion and attitude toward his job. These surveys show that although a fair salary is important, it is by no means the most important single factor in the minds of employees. Other factors that employees consider as of greater or equal importance with fair pay are a sense of security, fair treatment, recognition of their individual dignity, opportunity for advancement, and the right kind of working conditions. . . . There is one more very vital and very important thing that employers can do to build employee morale and develop a strong and loyal organization, and that is properly training and informing their employees.—From an address before the Rotary Club of Yazoo City, Mississippi.

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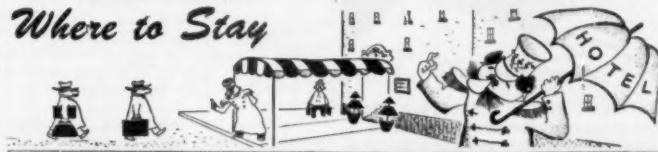
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(RM) Rotary Meets; (S) Summer; (W) Winter.

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of employers, but also a generous spirit, in return, of honest labor on the part of those who are employed. And, alas, there seems to be abroad today a spirit of niggardliness, whereby people seek to work the minimum amount of hours and demand the maximum amount of wages.

The machinery of modern industrialism is ruthless in killing initiative and pride in work; but even so, the suspicions, misunderstandings, and mistrust which exist so often between employers and employees must give way to a temper of considerateness and generosity, a willingness to consider the difficulties of others; in a word, the spirit of charity which is the distinguishing mark of the true Christian.—*From an address at a special Rotary service in Bristol, England, Cathedral.*

'Better Men in a Better World'

The ideal of Rotary is unattainable so long as man is as he is but we hope to change man. Is that ephemeral and illusory?

Perhaps, but this thing we know: there is a lot of room for improvement over what is now. We do not expect man to become perfect, but that does not mean we can't make men better. We are almost ready to state that as long as man exists on this planet, there will be wars and rumors of wars. Ever with that as a possibility, we can help toward those things that make these things less frequent. Yes, we are working toward the perfect relationships between men: we never expect to reach it—in fact, we do not hope to live until Rotary reaches perfection—but we must reach and practice that for which Rotary stands.

Rotary is not a group of men, but an ideal accepted by men eager to see better men in a better world.—*From the Rotolight, of the Rotary Club of Marietta, Georgia.*

A Reputation at Stake

HENRY M. MULLER, *Rotarian
Sociologist
Meadville, Pennsylvania*

As Rotarians, we have a privilege and a responsibility to engage in all commendable ventures in the town that are sponsored for the good of the citizens. As a group, we are expected to make constructive contributions to the affairs of the civic life of the place in which we live. Our reputation is at stake and we must try to approximate the high goals set by the founders of the Club. Profit should be subordinate to service, exploitation to ethics, and intolerance to brotherhood.

These lofty objectives should promote not only more domestic tranquillity, but also a better international realization of mutual esteem in a world currently beset by complex problems. Because of its wide distribution in 83 countries and geographical regions, Rotary has a unique chance to encourage goodwill and cooperation between nations on economic, political, and social levels. Theory can become practice and reality can approach the ideal.

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THE ROTARIAN

'Teddy' Roosevelt Was Right

[Continued from page 33]

Charles Kingsley once described it as a form of cannibalism. Enlightened competition is different, for it protects all interests through a friendly rivalry to serve best. Trade secrets are diminishing in the modern business world as competitors strive not so much for the short-term gain, but the long-pull benefit that comes from producing for the customer that which he needs to live a richer life.

In relations with employees, those employers who operate like the Dead Sea soon run into trouble. Conflict between boss and workers militates against operating efficiency. The public as well as owners, managers, and workers suffer from strikes or other breakdowns in operation. Good management is essential not only to output, profits, and dividends, but to a prosperous and a strong nation.

In world trade the same principles that make for success in a small store or factory apply. Goods must be produced efficiently, economically, and in abundance. They must be marketed competitively and not "dumped" on a hit-and-run basis. The needs of customers must be met, and they must be satisfied. On any other basis, international commerce soon or late will bring dis-taste, dissatisfaction, and disaster.

These, then, are the four fields in which Rotary's service-above-self applies through what we call Vocational Service: employer-employee relationships, buyer-seller relationships, competitor relationships, and world-trade relationships. Laws may entrap the person who maliciously disregards the moral principles upon which they are based, but their effective application is dependent upon each of us as individuals. And that is fortunate, for there is no satisfaction and no glory in being a good citizen just because we have to. We grow as human beings and as nations as we make decisions that are grounded in eternal verities of high ethical standards.

As a university professor of business, I am familiar with the myriad statements and restatements of these facts in economics. But the wisest textbook author never phrased the truth better than the poet who penned these words:

*One ship goes east, another west,
By the selfsame winds that blow;
'Tis the set of the sail and not the gale,
That determines the way they go.*

*Like the winds of the sea are the ways
of fate,
As we voyage along through life;
'Tis the set of the soul that decides the
goal,
And not the calm or the strife.*

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LARRY E. BROUSE, Secretary of the Twenty-nine Palms Club, has this to say about him.

"CAP" WILLIAMSON is quite a fellow. Though he's 80 years old, he is as spry as many men of 50. His capacity for enthusiasm is great, and when he tackles a job he goes all-out to accomplish it. Take, for example, his interest in writing song lyrics. He began not long ago, and now the Rotary Club of Twenty-nine Palms has its own special repertoire of Rotary songs. Here is one of CAP's songs. It is typical of the Rotary spirit that he instills in his lyrics. It's sung to the tune of *Marching Along Together*:

Marching along together,

Rotary throughout the world.

Marching along together,

With the flag of truth unfurled.

Marching along together,

Certain of victory.

We'll sing our song and, it won't take long,

But duty we'll not shirk.

We'll sip our soup and we'll give a whoop

And then we'll get to work.

Marching along together,

Rotary throughout the world.

To "CAP" our Club is also indebted for a special ladies' night song that pays a lyrical tribute to "our cute Rotary Anns." In much of his lyric writing there is more than a trace of his keen sense of humor and friendly spirit.

Twenty-nine Palms Rotarians are glad that "CAP" likes to write songs, because they like to sing 'em!

(Eds. Note: For a survey of the songs most popular in Rotary Clubs, see *Ten Top Tunes*—in *Rotary* on page 25.)

What's Your Hobby?

A number of people around this jolly old world would like to know—for many of them it has the same interest: you are a Rotarian or a member of a Rotarian's family. The HOBBYHORSE GROOM will be happy to list you here. His only request: that you acknowledge mail that comes your way.

Bells: Mrs. Ralphie A. Harris (wife of Rotarian—collects bells; is interested in their history), 205 N. Washington St., Abingdon, Ill., U.S.A.

Dancing: Ernesto Tan, Jr. (18-year-old son of Rotarian—wants to obtain a copy of a book *Dancing*, by Betty Lee; will exchange stamps, Philippine views, or "what-you-like" in return), 13 Mabini St., Holt, The Philippines.

Stamps: Stan V. Paris (15-year-old son of Rotarian—wants to exchange), 890 George St., Dunedin, New Zealand.

Advertising Penclips: Joan Crane (daughter of Rotarian—collects advertising penclips), Wailuku, Hawaii.

Gardening: Garden Statuary: J. P. Tarry (would like to correspond and exchange pictures of various gardens and garden statuary with Rotarians), 1101 Ohio St., Wichita Falls, Tex., U.S.A.

Motorcycles: Peter L. Heaver (19-year-old son of Rotarian—interested in motorcycling; would like to exchange correspondence and motorcycling magazines with other

young people similarly interested in the U.S.A.; would also like pen pals anywhere), 7620 1/2 10th St., Chelmsford, England.

Pen Pals: The following have indicated their interest in having pen friends:

Robert Hicks (12-year-old son of Rotarian—would like to correspond with someone in the British Empire; interested in collecting stamps from the British Empire; would like to send 27 Cents, Stamps, One, Canada).

Maedgen Maedgen (12-year-old niece of Rotarian—desires pen pals aged 11-13; interested in embroidery, sports, photos), Box 7, Mathis, Tex., U.S.A.

Segundina Te (20-year-old daughter of Rotarian—desires correspondence with old and young people in all parts of the world; especially U.S.A., Hong Kong, Japan, England; interested in collecting and exchanging stamps, shells, photos, music, writings), Oroquieta, Misamis Occ., Mindanao, The Philippines.

Claude L. Milburn, Jr. (8-year-old nephew of Rotarian—wishes to correspond with boys and girls aged 8 to 10), Ceylon, Hawaii, Hong Kong, Malaya, Newfoundland, Virgin Islands, South Africa, New Zealand; will exchange stamps and coins), 114 Comet Dr., Odessa, Tex., U.S.A.

Katharine Jermyn (14-year-old daughter of Rotarian—would like pen friends aged 15 or over; interested in tennis, stamp, sports, film stars, reading, books, royal family pictures), Nga Tawa, Marton, New Zealand.

Barbara Jermyn (15-year-old daughter of Rotarian—desires pen pals aged 15 or over; interested in tennis, stamp, sports, film stars, reading, books, royal family pictures), Nga Tawa, Marton, New Zealand.

Fiona Riddell (daughter of Rotarian—would like pen friends aged 15-16), Nga Tawa, Marton, New Zealand.

Jan Lusk (daughter of Rotarian—wishes pen pals aged 15-16 in any country; interested in films and outdoor life), Nga Tawa, Marton, New Zealand.

William C. Stief (would like to correspond with Rotarians in out-of-the-way places in South America, Africa, Australia, India, Madagascar, etc.), 3435 Edison Road, Cleveland Heights 18, Ohio, U.S.A.

Hiroko Okada (daughter of Rotarian—would like to correspond with young people in America), 28 Takaramae Kuma, Karlya City, Japan.

Venice Magana (17-year-old daughter of Rotarian—wishes pen pals; interested in instrumental music, dramatics, dancing, collecting stamps and views, cards, etc., especially basketball), Daet, The Philippines.

Natty Cavarie (15-year-old niece of Rotarian—would like to correspond with young people; interested in instrumental music, reading, collecting stamps, movies), Daet, The Philippines.

Edwin Elliott (daughter of Rotarian—would like to correspond with boys and girls all over the world; interested in camping, Nature, sewing, swimming, sailing), 600 W. Forest Ave., Ypsilanti, Mich., U.S.A.

R. N. Bhargava (16-year-old son of Rotarian—wishes pen friends throughout the world; interested in popular music, reading, movies, dancing, sports), 77-2 Andrea Vitan, Sta. Mesa, Manila, The Philippines.

Ellen Elliott (daughter of Rotarian—would like to correspond with boys and girls all over the world; interested in camping, Nature, sewing, swimming, sailing), 600 W. Forest Ave., Ypsilanti, Mich., U.S.A.

Kusum Mathur (daughter of Rotarian—wishes pen friends aged 12-14 in U.S.A., particularly sons and daughters of Rotarians; interested in collecting stamps and photos of English and Indian animals), c/o Sri Sri Kirupa Narayan, Ex. Officer, Municipal Board, I. Sarojini Naidu Marg, Allahabad, India.

Patricia Presnall (11-year-old daughter of Rotarian—wishes pen friends aged 10-12 from other countries, especially The Philippines; collects star photos), Box 38, Carmen, Okla., U.S.A.

Jocelyn Hill (16-year-old daughter of Rotarian—desires pen pals aged 16-17 in America and Canada; interested in golf, swimming, baseball, basketball, reading, stamp collecting, movies, music), P. O. Box 47, Kotukina, New Zealand.

Maureen Knowles (13-year-old daughter of Rotarian—wishes pen pals; interested in all teen-agers' activities), 851-A Fourth St., Medina, Haw. Alta., Canada.

S. V. Velasquez (15-year-old nephew of Rotarian—wishes pen friends in any country, especially the U.S.A.; interested in popular music, movies, sports, letter writing), California Station, Ormoc City, The Philippines.

Lois Wellington (16-year-old daughter of Rotarian—wishes to correspond with people all over the world; interested in horses, acting, music, reading, collecting pictures of movie stars, postcards, and stamps), 204 Wyndale Road, Rochester 17, N. Y., U.S.A.

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Stripped GEARS



My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois. This is a favorite of Mrs. W. O. Hatfield, Jr., wife of a Medina, Texas, Rotarian.

Jim came upon an auction going full scale and a beautiful parrot was up for sale. Not being able to resist, although he had no use for a parrot, Jim bid. After being raised several times, Jim was finally awarded the parrot for \$45.

"I suppose this parrot can talk," said Jim to the auctioneer.

"Sure can," was the reply. "That parrot's been bidding against you for the last half hour!"

Counter Activity

While shopping in the five-and-ten, I've learned to my chagrin that when I know just what I want to buy. A clerk is somehow never nigh. But, on the other hand, I've found That when I'd like to look around Before I make a final choice, A salesgirl with a pleasant voice Will shortly have me ill at ease By asking, "May I help you, please?"

—RICHARD WHEELER

Clothes Make the Man

Clothes, it is said, make the man. Can you tell what they make him?

1. Sou'wester. (a) Weatherman. (b) Fisherman. (c) Hobo.

2. Tights. (a) Alcoholic. (b) Golfer. (c) Acrobat.

3. *Chaparajos*. (a) Deep-sea diver. (b) Spanish dancer. (c) Cowboy.

4. Duster. (a) Pioneer motorist. (b) Butler. (c) Exterminator.

5. Tartan. (a) Irish gig driver. (b) Scottish highlander. (c) Mongolian tribesman.

6. Fatigues. (a) U. S. soldier. (b) Street cleaner. (c) Loafer.

7. *Traje de luces*. (a) Clog dancer. (b) Drum major. (c) Bullfighter.

8. Burnoose. (a) Arab. (b) Greek athlete. (c) Eskimo.

9. Parka. (a) Alaskan prospector. (b) Alligator hunter. (c) Bulgarian infantryman.

10. Toga. (a) Bohemian count. (b) Rabbi. (c) Roman senator.

11. Blazer. (a) Fireman. (b) English tennis player. (c) Circus daredevil.

12. Pea coat. (a) Sailor. (b) Truck gardener. (c) Sewer inspector.

13. Doublet. (a) Fox hunter. (b) British bobby. (c) Elizabethan gentleman.

14. Surcoat. (a) Victorian dandy. (b) Medieval Crusader. (c) House painter.

This quiz was submitted by Shelly Gould, Mexico City, Mexico.

The answer to this quiz will be found in the next column.

Twice Told Tales

The straight-and-narrow path would probably not be so narrow if more people walked on it.—*Rotary News*, QUINCY, ILLINOIS.

His car and her car met head on. Both drivers got out and, with fine courtesy so characteristic of motorists nowadays, both began to apologize profusely.

"I'm so sorry," said the woman. "It was all my fault."

"Not at all, madam," the man responded with gallantry. "I was to blame myself."

"But I insist the fault was mine. I was on your side of the road."

"That may be true, but, my dear madam, I am responsible for the collision. I saw you coming blocks away, and I

had ample opportunity to dart down a side street."—*Rotary Clock*, DECATUR, ALABAMA.

A Texas rancher, in order to store a little water for his cattle, had built a low dike around an acre of land and created a shallow pond. A flock of migrating ducks spied the water and dropped down to feed. About that time a blue norther hit and the temperature dropped so fast that the ducks' feet were frozen in ice before they could rise. Irritated by this strange experience, the ducks flew off with the pond. —Contributed by Nathan L. Mallison, a Jacksonville, Florida, Rotarian.

She: "Does the moon affect the tide?"

He: "I don't know, honey, but it sure influences the untied."—*The Extra Spoke*, RICHFIELD SPRINGS, NEW YORK.

Customer: "A dollar's worth of steak, please."

Butcher: "You said a mouthful."—*The Rotary Wheel*, OLYMPIA, WASHINGTON.

A Fly-by-Night

To dine at night by candlelight
The women think romantic,
But when I can't see what I eat
It almost drives me frantic.
For when the Summertime comes round
And I eat blueberry pie,
The light's so low I never know
A berry from a fly.

—ROTARIAN ELIJAH SWIFT

Answer to Quiz

4-3, 5-6, 6-7, 7-8, 8-9, 10-11, 12-13, 14-15, 16-17, 18-19, 20-21, 22-23, 24-25, 26-27, 28-29, 30-31, 32-33, 34-35, 36-37, 38-39, 40-41, 42-43, 44-45, 46-47, 48-49, 50-51, 52-53, 54-55, 56-57, 58-59, 60-61, 62-63, 64-65, 66-67, 68-69, 70-71, 72-73, 74-75, 76-77, 78-79, 80-81, 82-83, 84-85, 86-87, 88-89, 90-91, 92-93, 94-95, 96-97, 98-99, 100-101, 102-103, 104-105, 106-107, 108-109, 110-111, 112-113, 114-115, 116-117, 118-119, 120-121, 122-123, 124-125, 126-127, 128-129, 130-131, 132-133, 134-135, 136-137, 138-139, 140-141, 142-143, 144-145, 146-147, 148-149, 150-151, 152-153, 154-155, 156-157, 158-159, 160-161, 162-163, 164-165, 166-167, 168-169, 170-171, 172-173, 174-175, 176-177, 178-179, 180-181, 182-183, 184-185, 186-187, 188-189, 190-191, 192-193, 194-195, 196-197, 198-199, 200-201, 202-203, 204-205, 206-207, 208-209, 210-211, 212-213, 214-215, 216-217, 218-219, 220-221, 222-223, 224-225, 226-227, 228-229, 230-231, 232-233, 234-235, 236-237, 238-239, 240-241, 242-243, 244-245, 246-247, 248-249, 250-251, 252-253, 254-255, 256-257, 258-259, 260-261, 262-263, 264-265, 266-267, 268-269, 270-271, 272-273, 274-275, 276-277, 278-279, 280-281, 282-283, 284-285, 286-287, 288-289, 290-291, 292-293, 294-295, 296-297, 298-299, 299-300, 301-302, 303-304, 305-306, 307-308, 309-310, 311-312, 313-314, 315-316, 317-318, 319-320, 321-322, 323-324, 325-326, 327-328, 329-330, 331-332, 333-334, 335-336, 337-338, 339-340, 341-342, 343-344, 345-346, 347-348, 349-350, 351-352, 353-354, 355-356, 357-358, 359-360, 361-362, 363-364, 365-366, 367-368, 369-370, 371-372, 373-374, 375-376, 377-378, 379-380, 381-382, 383-384, 385-386, 387-388, 389-390, 391-392, 393-394, 395-396, 397-398, 399-400, 401-402, 403-404, 405-406, 407-408, 409-410, 411-412, 413-414, 415-416, 417-418, 419-420, 421-422, 423-424, 425-426, 427-428, 429-430, 431-432, 433-434, 435-436, 437-438, 439-440, 441-442, 443-444, 445-446, 447-448, 449-450, 451-452, 453-454, 455-456, 457-458, 459-460, 461-462, 463-464, 465-466, 467-468, 469-470, 471-472, 473-474, 475-476, 477-478, 479-480, 481-482, 483-484, 485-486, 487-488, 489-490, 491-492, 493-494, 495-496, 497-498, 499-500, 501-502, 503-504, 505-506, 507-508, 509-510, 511-512, 513-514, 515-516, 517-518, 519-520, 521-522, 523-524, 525-526, 527-528, 529-530, 531-532, 533-534, 535-536, 537-538, 539-540, 541-542, 543-544, 545-546, 547-548, 549-550, 551-552, 553-554, 555-556, 557-558, 559-560, 561-562, 563-564, 565-566, 567-568, 569-570, 571-572, 573-574, 575-576, 577-578, 579-580, 581-582, 583-584, 585-586, 587-588, 589-589, 590-591, 592-593, 594-595, 596-597, 598-599, 599-600, 601-602, 603-604, 605-606, 607-608, 609-609, 610-611, 612-613, 614-615, 616-617, 618-619, 620-621, 622-623, 624-625, 626-627, 628-629, 630-631, 632-633, 634-635, 636-637, 638-639, 640-641, 642-643, 644-645, 646-647, 648-649, 650-651, 652-653, 654-655, 656-657, 658-659, 660-661, 662-663, 664-665, 666-667, 668-669, 670-671, 672-673, 674-675, 676-677, 678-679, 680-681, 682-683, 684-685, 686-687, 688-689, 690-691, 692-693, 694-695, 696-697, 698-699, 699-700, 701-702, 703-704, 705-706, 707-708, 709-709, 710-711, 712-713, 714-715, 716-717, 718-719, 720-721, 722-723, 724-725, 726-727, 728-729, 730-731, 732-733, 734-735, 736-737, 738-739, 740-741, 742-743, 744-745, 746-747, 748-749, 750-751, 752-753, 754-755, 756-757, 758-759, 760-761, 762-763, 764-765, 766-767, 768-769, 770-771, 772-773, 774-775, 776-777, 778-779, 780-781, 782-783, 784-785, 786-787, 788-789, 790-791, 792-793, 794-795, 796-797, 798-799, 799-800, 801-802, 803-804, 805-806, 807-808, 809-809, 810-811, 812-813, 814-815, 816-817, 818-819, 820-821, 822-823, 824-825, 826-827, 828-829, 830-831, 832-833, 834-835, 836-837, 838-839, 840-841, 842-843, 844-845, 846-847, 848-849, 850-851, 852-853, 854-855, 856-857, 858-859, 860-861, 862-863, 864-865, 866-867, 868-869, 870-871, 872-873, 874-875, 876-877, 878-879, 880-881, 882-883, 884-885, 886-887, 888-889, 890-891, 892-893, 894-895, 896-897, 898-899, 899-900, 901-902, 903-904, 905-906, 907-908, 909-909, 910-911, 912-913, 914-915, 916-917, 918-919, 920-921, 922-923, 924-925, 926-927, 928-929, 930-931, 932-933, 934-935, 936-937, 938-939, 940-941, 942-943, 944-945, 946-947, 948-949, 950-951, 952-953, 954-955, 956-957, 958-959, 960-961, 962-963, 964-965, 966-967, 968-969, 970-971, 972-973, 974-975, 976-977, 978-979, 980-981, 982-983, 984-985, 986-987, 988-989, 989-990, 991-992, 993-994, 995-996, 997-998, 999-999, 1000-1000.

Limerick Corner

The Fixer pays \$5 for the first four lines of a limerick selected as the month's limerick-contest winner. Address him care of *The Rotarian Magazine*, 35 East Wacker Drive, Chicago 1, Illinois.

This month's winner comes from L. Newton Hayes, a Pittsburgh, New York, Rotarian. Closing date for last lines to complete it: November 15. The "ten best" entries will receive \$2.

PETER THE EATER
Have you heard of old Peter MacWheeter,
That almost incredible eater,
Who once every day
And each night, so they say,

YOU FOR '52
Here again is the bobtailed limerick presented in *The Rotarian* for May:
Said Sue, "Will you marry me, Joe?
I'm proposing, it's leap year, you know!"
He said, "Leap is right!"
As he leaped out of sight,

Here are the "ten best" last lines:
You would think she had struck him a blow.

(George E. Penland, member of the Rotary Club of Hanover, Ontario, Canada.)

Leaving Susan to find a new beau!

(Mrs. Edward F. Lindsey, wife of a Slippery Rock, Pennsylvania, Rotarian.)

While Susan quite vainly yelled, "Wheat!"

(L. A. Hawkins, member of the Rotary Club of Schenectady, New York.)

"I prefer to preserve" quo.

(Major Frank R. Sachse, member of the Rotary Club of Fallbrook, California.)

And he lit by the far Alamo.

(D. J. Livingston, member of the Rotary Club of Forest, Ontario, Canada.)

He thought she was after his dough.

(Melvin Haagenson, member of the Rotary Club of Black River Falls, Wisconsin.)

Now he's hiding from Sue in Skid Row.

(George G. Farley, member of the Rotary Club of Teauamunui, New Zealand.)

"That's a pleasure I'll have to forego."

(Lee E. Rosler, member of the Rotary Club of Albuquerque, New Mexico.)

The guy's name? What else but Joe Blow!

(Catherine McCown, daughter of a Walla Walla, Washington, Rotarian.)

"The ROTARIAN's high reader interest has been proven by inquiries and orders,"

says

George B. Hunt

President Milwaukee Dustless Brush Company, Milwaukee, Wisconsin

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★ ★ ★

This advertisement was prepared and placed by Al Herr Advertising Agency, Milwaukee, Wis.

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Send complete facts on Speed Sweep brushes.

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The Rotarian

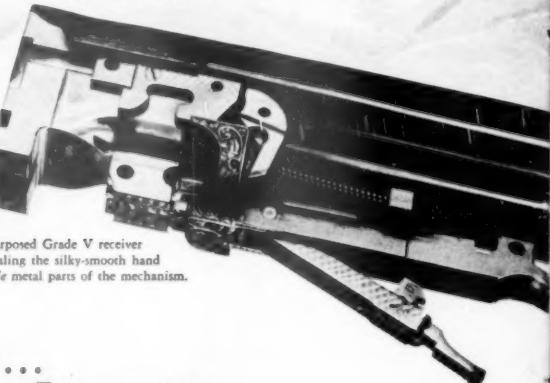
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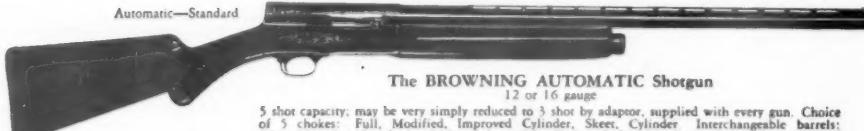
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